MARCH 21, 1960

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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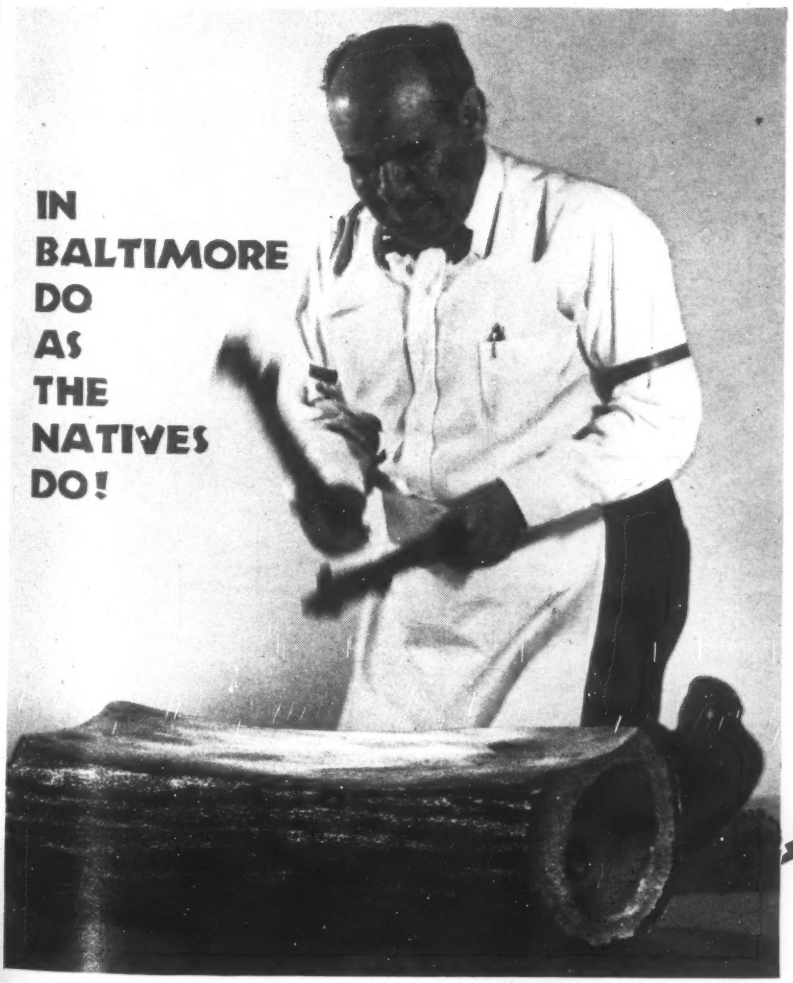


MORE "NATIVE" MERCHANTS BEAT THE DRUM ON W-I-T-H THAN ANY OTHER BALTIMORE RADIO STATION!

WITH is 1st in Baltimore with more local advertisers than any other station. Can you find better proof of a station's effectiveness than the day-in, year-out confidence of the local businessmen who expect their cash registers to record every commercial? Follow the lead of the local advertisers . . . men who really know the market: buy WITH and Baltimore buys you!

RADIO WITH PERSONALITY

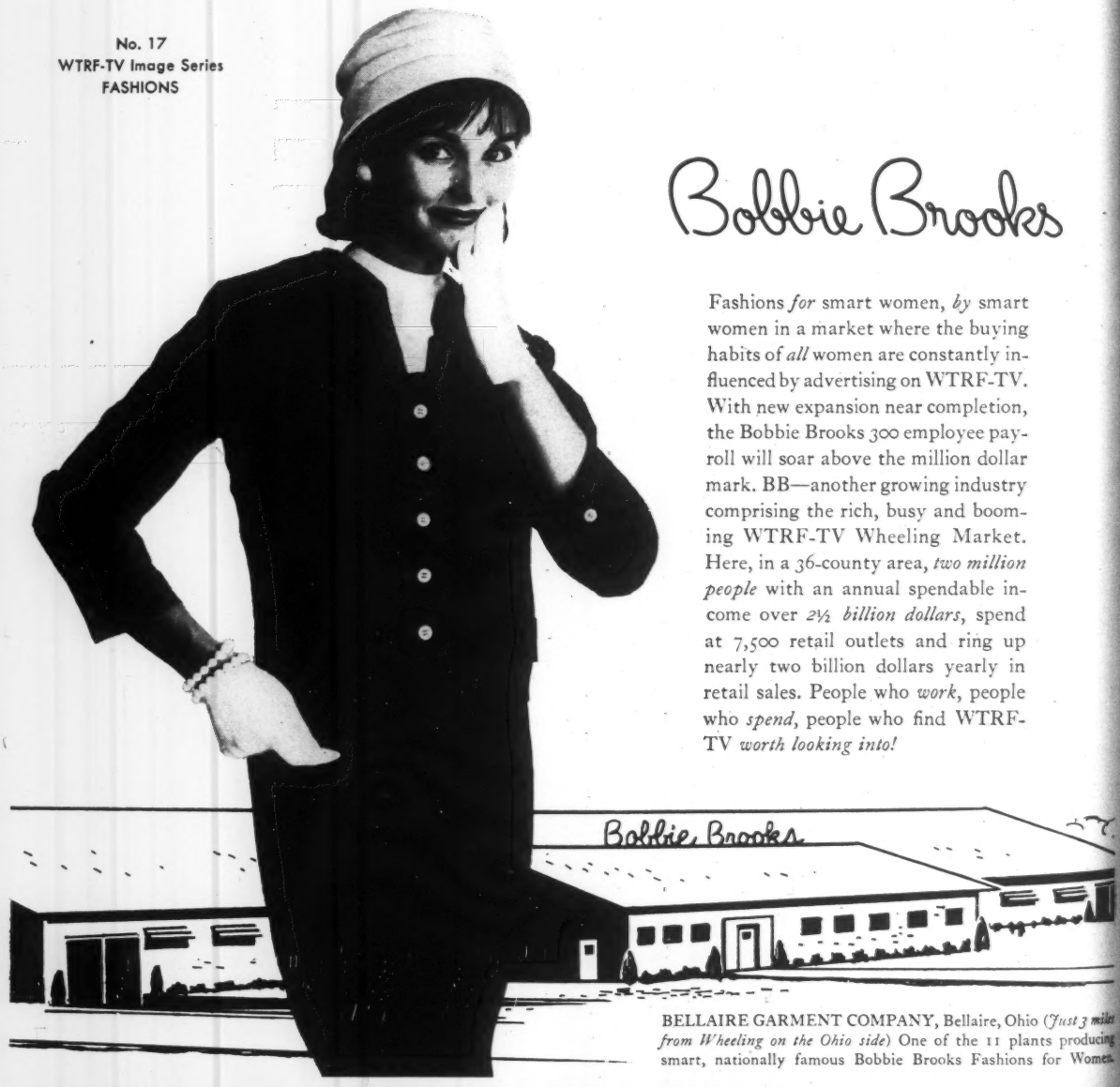
Baltimore

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; CLARKE BROWN COMPANY in the South and Southwest.

WHEELING: MAJOR TV MARKET

One Station Reaching The Booming Upper Ohio Va ley

No. 17
WTRF-TV Image Series
FASHIONS



Bobbie Brooks

Fashions *for* smart women, *by* smart women in a market where the buying habits of *all* women are constantly influenced by advertising on WTRF-TV. With new expansion near completion, the Bobbie Brooks 300 employee payroll will soar above the million dollar mark. BB—another growing industry comprising the rich, busy and booming WTRF-TV Wheeling Market. Here, in a 36-county area, *two million people* with an annual spendable income over *2½ billion dollars*, spend at 7,500 retail outlets and ring up nearly two billion dollars yearly in retail sales. People who *work*, people who *spend*, people who find WTRF-TV *worth looking into!*

BELLAIRE GARMENT COMPANY, Bellaire, Ohio (*Just 3 miles from Wheeling on the Ohio side*) One of the 11 plants producing smart, nationally famous Bobbie Brooks Fashions for Women.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf-tv

CHANNEL

BR

ALP

ADULT

LEVEL

PROGRAMMING

the
Adult Listener's Preference
in the huge Baltimore-Maryland Market!

Top talent plus top adult level programming—both local and CBS network—makes WCBM the radio station preferred for enjoyable listening by *adult* Baltimoreans. Nielsen Adult Listenership Surveys prove it! To reach the people with the buying power—the *adult* audience—schedule WCBM the radio station featuring Adult Level Programming!

WCBM

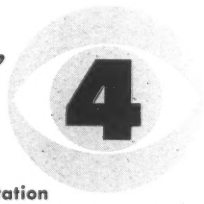
A CBS Affiliate 10,000 Watts on 680 KC Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC. *Exclusive National Representatives*

KRLD-TV
KRLD-TV
KRLD-TV
KRLD-TV
KRLD-TV
KRLD-TV
KRLD-TV
KRLD-TV
KRLD-TV
KRLD-TV

Buy the richest market in Texas — Dallas-Fort Worth — when you buy KRLD-TV, Channel 4 in Dallas . . . consistent favorite in 675,000 TV Homes.

Ask a Branham Man for KRLD-TV "measured preference" facts folder.



Clyde W. Rembert, President
The Dallas Times Herald Station
TV Twin to KRLD Radio 1080, full-time 50,000 watt Voice of Texas.

CLOSED CIRCUIT®

Not the first • While there has been no public disclosure, it's understood that autopsy following sudden death March 8 of NAB President Harold E. Fellows indicated he had suffered two previous heart attacks. Even his closest friends were not aware of heart history said to have been revealed by scar tissue. Death of Mr. Fellows reminded broadcasters of fatal heart attack suffered Aug. 5, 1957, by Ralph W. Hardy, CBS Washington vice president and former NAB official. Autopsy showed similar scar tissue in his case.

FCC opening • While word spread in Washington last week that President Eisenhower already had selected new FCC member (to fill unexpired portion of John C. Doerfer's term, which runs until June 30, 1961), no other inkling was available as to identity. Reported as still under consideration, however, were Edgar W. Holtz, associate general counsel of FCC, and Frank E. Schooley, director of Broadcasting, Illinois U. (former president of National Assn. of Educational Broadcasters). New names: John S. Patterson, deputy director, Office of Civil and Defense Mobilization (who addressed NAB convention in Chicago year ago on allocations), and Jack Z. Anderson, administrative assistant to the President.

Short term (15 months) appointment to fill unexpired Doerfer term isn't too attractive to outsiders. As result, there's less campaigning by political aspirants than usual. Moreover because of election year, confirmation of fourth Republican might meet resistance in Democratic-controlled Senate. Conversely, since Doerfer resignation, outlook is more favorable for confirmation of Commissioner Robert E. Lee for new seven-year term. Nomination is being held up until civil rights log-jam is broken in Senate and committees can resume hearings.

Tussle over toll tv • Plague-on-all-your-houses approach to pay-tv controversy is taken in special "occasional paper" being published this week by Fund for Republic's Center for Study of Democratic Institutions. Written by ex-newsman Robert W. Horton, report charges that broadcasters and other opponents of toll tests distorted issues; that proponents contributed to confusion by being vague about fees (nickel or dime might be enough, report suggests); that members of Congress succumbed to anti-toll pressures including "expensive gestures of lavish hospitality," and that FCC, caught in cross-fire, has been wishy-washy in handling issue. Mr. Horton concludes, however, that there's no reason why tests should not be conducted, but under standards stricter than those laid down by FCC and with Congress calling the shots.

New FCC kick • Soon to be considered by FCC will be revision of annual financial report requirements from all stations to enable it to secure more uniform and "meaningful" information. While idea is to procure data on sales, overhead, salaries and net return which would be more comparative, it's said FCC will not attempt to invoke uniform system of accounting applicable to all stations as is done in case of common carriers. During recent programming hearings, Commissioner Robert T. Bartley asked number of witnesses as to views on more comprehensive station statistics.

Equal time • Some CBS staffers wonder if network hasn't taken too rigid a position in recent housecleaning policies. One new network rule says that if CBS air performer decides to run for political office he must change to off-air job (to avoid problems of equal time for other candidates). Last week FCC decided that equal time demands do not apply in all such cases. FCC found that opposing candidate of weathercaster on KWTX Waco, Tex., who is running for public office wasn't entitled to equal time. Weather is one type of news presentation exempted under amended political broadcasting law, FCC said.

Ad acceptance • There's marked change noted for first time by some station representatives on station consideration of television commercial copy. Many stations now reportedly take more careful look at copy and are "tougher" on acceptances. There have been rejections. Reps say this is first evidence that regardless of how much these stations may want additional spot business they are tightening policies on types of commercials they accept.

Doerfer plans • Although John C. Doerfer has received several propositions since leaving FCC chairmanship, he told BROADCASTING Friday he is not giving serious consideration at moment to any of them. "I want a couple of weeks to get my affairs in proper focus," he said. While he did not specify propositions, it's believed he has had offers to join law firms specializing in government administrative practice, along with at least one outside proposition.

Midwest defection? • Though conference spokesmen deny it's likely, Big 10 is in particularly good spot to let air out of National Collegiate Athletic Assn. controlled football tv program for 1960-61. There still are those who believe Big 10's curtailment of post-season sports activities and severance of Rose Bowl pact may be first step toward divorcement from NCAA. It's conceded that if conference bolts and sets up own football program and new American football league airs proposed Saturday telecasts, NCAA's game of week on ABC-TV (see story page 32) would have unprecedented competition.

Translations needed • There have been murmurings in some top Chicago agencies over complex structure of the new CBS and NBC tv rate cards. For example, Arnold E. Johnson, vice president and broadcast facilities director at Needham, Louis & Brorby (and member of AAAA's media broadcast committee), reports it's now often necessary to go direct to top network executives for explanations and clarifications before time costs can be computed with any degree of accuracy. Formerly, cost-computing jobs could be quickly performed by agency personnel, he notes, but today because of "spiderweb" nature of network rate cards, task is highly involved and time-consuming.

Forecast guide • Trendex researchers claim number of interesting possibilities in new dimensionalized audience reports as first edition is prepared for delivery to clients next week. New watchword for tv show's fate may be its Trendex "EPI" or Effective Program Index. This is depth rating client can get from new report equating program's audience with reaction to show (best, good, fair, poor, don't know). Other columns of report can be used to add sponsor identification, commercial playback, series reaction, new viewers, old viewers, age, sex, etc.

Improved crystal-balling is definite goal. As research accumulates, it may become possible to predict chances of given type show in given time slot against given competition. (This may need "angel" to bankroll exhaustive study, Trendex acknowledges.) Clients will be conducting their own studies to relate show's EPI to its effectiveness as sales vehicle. First dimensional report appears March 30, second in May, followed by summer hiatus but resuming on accelerated monthly basis with start of fall show season.

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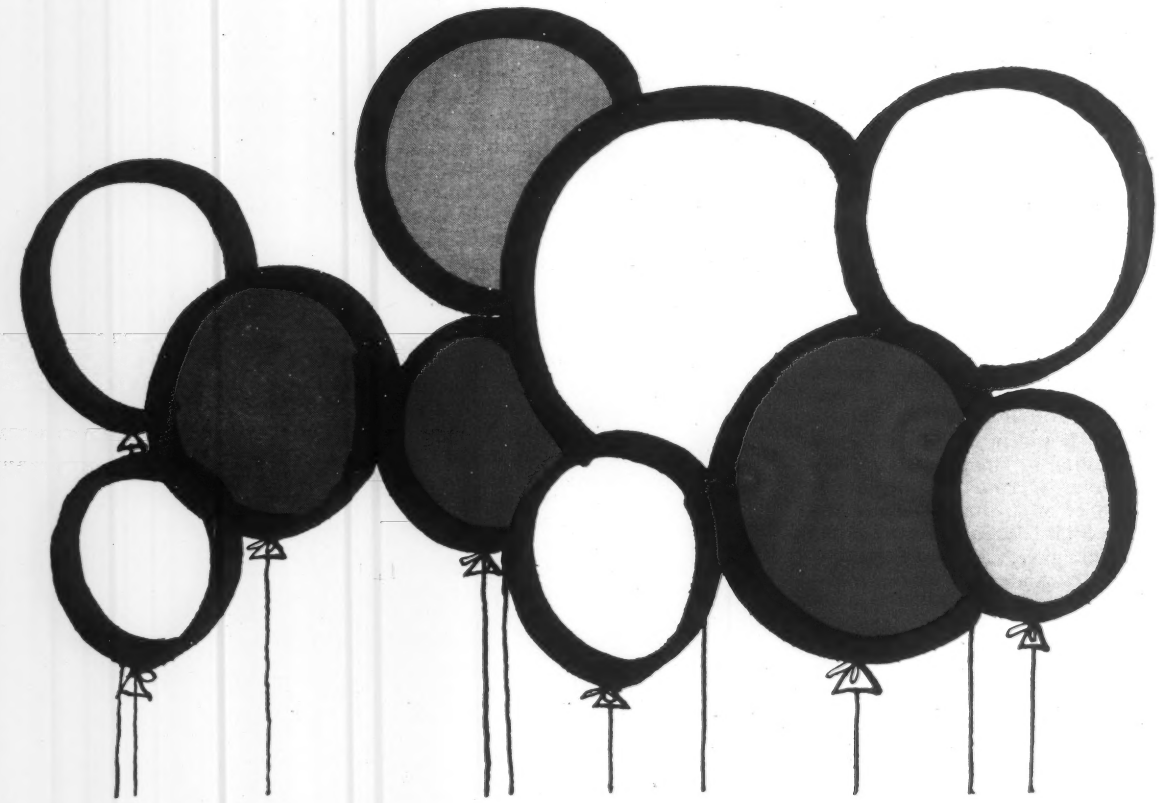
RESPONSE



RESPONSE: A capacity crowd of 10,000 moppets, moms and dads responded to WJW-TV's unique Dental Health Day Party last month at the Cleveland Arena. Another 4,000 were turned away at the doors. A true festival of fun with prizes from balloons to ponies to toothbrushes... certainly a painless way for youngsters to learn dental health. • It shows the mighty influence of warm, friendly, forceful WJW-TV in the nation's 7th largest market. You're in good company and

YOU KNOW WHERE YOU'RE GOING WITH WJW TV
CBS CLEVELAND

A **STORER** STATION • REPRESENTED BY THE KATZ AGENCY

WEEK IN BRIEF

MR. ROSSL..ND

Criticism can be two-way street • Newspaper columnists, editors and reporters have been enjoying open season on broadcasting for some time now, especially television in the spotlight of quiz and payola investigations. Has it been overdone? Yes, says Clay Rossland, media director of Campbell-Mithun Inc., Chicago. But criticism can be a two-way street, he believes, since the press really isn't any "cleaner" than broadcasting when it comes to vulnerability to criticism. He proves his point by showing how a broadcast column reviewing a newspaper might sound. It's in this week's MONDAY MEMO. Page **20.**

More money spent faster • That appears to be the pace now in television at a peak sales period. Network's next fall season is selling now and spot has come in like March lion. A $1.6 billion record tv year appears assured for '60. Page **27.**

$1.23 billion gross in tv • Advertisers billed that much at gross rates for network and spot (national and/or regional) in 1959, about 14% more than the 1958 level. Page **28.**

Gillette's tv tab at $12 million • Adds new sports coverage as ABC-TV wraps up package including fights which will move from NBC-TV. Page **32.**

Convention's new look • NAB revamps agenda for 1960 convention to be held April 3-6 in Chicago following death of President Harold E. Fellows. Clair R. McCollough, Steinman Stations, to be keynote speaker. FCC Chairman Frederick W. Ford accepts luncheon spot. Big plans for Fm Day, April 3. Page **44.**

New blow at plugs and freebies • In sweeping new policy enunciation, the FCC last week ordered stations to disclose on the air the source of free program material and the circumstances of its acquisition. Page **55.**

Too much ethics • FCC's Ford tells House Commerce Committee that statutory prohibitions against off-the-record contacts should be confined to adjudicatory cases in hearing stage and rulemaking only when controversial and involving private interests. Page **58.**

Chairman Ford's ideas • After a week in office, new FCC head tells BROADCASTING how he plans to organize commission work load in effort to dispose of crowded dockets and long-pending cases. He discusses his program regulatory philosophy, too. Page **68.**

It's the broadcaster who'll pay • There's $1 million or more out of broadcasters' pockets riding on FCC proposal to set standards for Conelrad alert signal, yet little attention has been paid to it. Comments deadline is April 11. Page **74.**

More political free tv • House gets bill for free time for major presidential candidates. NAB sounds call to arms. Page **74.**

United Artists' appetite • It has acquired Ziv television, and now UA is ready for radio-tv station holdings. Page **86.**

Storm clouds over labor front • Writers Guild calls strike against network tv films in what could be first of series of walkouts by actors, writers and directors affecting both television and radio. Page **90.**

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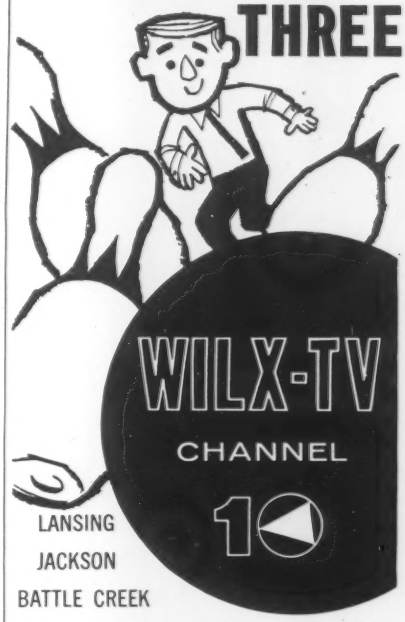
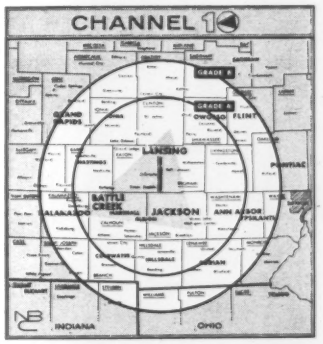
ONE SHOT TAKES ALL THREE



Pick up three major markets and Grade A coverage to spare in Michigan's GOLDEN TRIANGLE. Strike it rich in an area with 46% of Michigan's population (outside Detroit)—nationally 26th in TV Households,* 11th in retail sales.** Let Venard, Rintoul & McConnell, Inc. give you the tally!

*Television Age 100 Top Markets — 11/30/59
**SRDS Consumer Market Data



WILX-TV CHANNEL 10
LANSING
JACKSON
BATTLE CREEK

SERVING MICHIGAN'S GOLDEN TRIANGLE

Associated with / WILS – Lansing, WPON – Pontiac

Twenty-five central Nebraska International Harvester salesmen hear Farm Director Arnold Peterson and Sales Manager Bill Wiseman tell The Big Radio WOW story at Grand Island, Nebraska, 150 miles west of Omaha.

TOGETHERNESS . . . Big WOW Radio Variety

The GENTLEMEN who sell radio advertised products to (or buy them for) retail outlets are V.I.P. in BIG Radio WOW's daily operation. Big Radio WOW *knows* the

Chain-store buyers . . . Manufacturer's Agents
. . . . "Rack" Jobbers . . . . District Managers . .
Brokers . . . . . Company Salesmen . . . . . .
. . . . . Wholesalers . . . . . Distributors . . . .

Can "make or break" any advertising campaign.

So, *BIG RADIO WOW* keeps these *GENTLEMEN* on *BIG RADIO WOW's* side. *WOW* keeps them FULLY INFORMED on every campaign detail. Each of them knows the entire BIG RADIO WOW story.

To cement this "togetherness" BIG RADIO WOW meets with groups of these *GENTLEMEN* almost every week. They listen eagerly to campaign details.

They sell your product better because BIG RADIO WOW keeps their interest at a high peak. BIG Radio WOW knows that selling these *GENTLEMEN* hypos company loyalty and increases your sales.

REGIONAL RADIO
A MEREDITH STATION

WOW

OMAHA, NEBRASKA

BELOW: Thirty-five food brokers and salesmen who sell to 1,200 Nebraska-Iowa stores every week hear the BIG Radio WOW story at a WOW merchandising luncheon.

ABOVE: Actual drug buyers for Safeway (120 stores), Hinky-Dinky (40 stores), Nuway (2,000 racks) and United AG Stores (250) heard a pitch for Mennen and WOW by Big WOW Radio Sales Manager Bill Wiseman.

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

Ford dislikes idea of one-man decisions

There will be tendency toward one-commissioner decisions if single FCC member is detailed to personally direct writing of FCC opinions as envisioned in omnibus bill (HR 4800) under study, FCC Chairman Frederick W. Ford, said in testimony Friday before House Commerce Committee (earlier testimony page 58).

Besides, he said, some FCC members are expert in some matters, some in others, and decisions might turn out weighted along lines of "writing" member's particular expertise. Commissioner Ford continues testimony Tuesday, followed by Warren Baker, former FCC general counsel, representing Federal Communications Bar Assn.

Other Friday witnesses at hearing on ethics bills were Sen. William Proxmire (D-Wis.), who urged law to prohibit any degree of "hospitality" to FCC members by any licensee, and Prof. Frank Newman, U. of California law school, who said HR 4800 is flexible enough to let FCC members exempt bulk of applications from off-record contact proscriptions, contrary to FCC views.

Sen. Proxmire was questioned by GOP members whether he would prohibit conflict of interest for congressmen or honorariums to them from groups interested in legislation. He thought disclosure would be effective in such cases and that any legislation should be in separate bill.

FCC load increasing

FCC workload is going to become heavier on anticipated questions involving new equal time provisions of Sec. 315 of Communications Act. This is estimate of FCC Commissioner Rosel H. Hyde who made his guess in panel discussion on *District Roundtable* over WWDC Washington, D.C., last night (March 20). Mr. Hyde was interviewed by Leon Brooks, CBS attorney in Washington; Harry M. Plotkin, former FCC assistant general counsel and now in private practice, and Gene A. Bechtel, Washington attorney, representing D.C. Bar Assn.

Mr. Hyde pointed out that prior to congressional revisions, Sec. 315 was relatively simple to administer. If candidates received air exposure in whatever form, all opponents had same right. But under revised provisions question will be, whether newscasts or interviews are legitimate or not. This is likely to mean "considerable strain and effort" on part of FCC, Mr. Hyde observed. He also wondered if court appeals of FCC rulings will increase.

Let it snow

Snowdrifts are rough on traveling but can be great for television. Weather's effect on viewing (also see page 84) was pointed up in some quick computations run off Friday by A.C. Nielsen Co. They showed that on evening of March 3, when 14 inches of snow were dumped on New York, homes using television in metropolitan area shot up by 16 to almost 30% as compared to unsnowy Feb. 18. Examples: 7-8 p.m., homes using tv went from 54.9% on Feb. 18 to 65% March 3; 8-9 p.m., from 60.1 to 78; 9-10 p.m., 70.9 to 87.4, and 10-11 p.m., 69.1 to 80.0.

NBC sports position

NBC Board Chairman Robert W. Sarnoff in letter disclosed Friday assured affiliates his network "will continue to be second to none" in broadcast sports coverage despite ABC-TV's capture of Gillette's $8.5 million sponsorship of new sports package (see story page 32). Mr. Sarnoff asserted ABC-TV's rates on its affiliates were lower than those of either NBC-TV or CBS-TV and so could pay $1 million more for two-year rights to National Collegiate Athletic Assn. football and still sell package "at the same total price." NBC's lower bid of $5.2 million, Mr. Sarnoff said, did not allow for profit even if completely sold to sponsors but was made in interests of affiliates and public.

MCA profits soar

MCA Inc. is announcing today (March 21) that company set records in sales and net earnings in 1959, amounting to almost $57.8 million and almost $5.2 million respectively. Income from tv film and studio rentals contributed major share of revenue—almost $48.2 million, as against $38.66 million in 1958. Other income came from activity as talent agency (almost $8.8 million) and dividends from foreign subsidiaries.

Mack, Moss explain Dick Clark quiz lag

Complexity of ABC-TV star Dick Clark's business interests and reluctance of people interviewed to talk about him were cited by House Legislative Oversight Subcommitte Democratic members Peter Mack (Ill.) and John Moss (Calif.) as reasons group has delayed calling Mr. Clark to testify until case is built up more.

They termed pressure by GOP member John Bennett (R-Mich.) as attempt to "stampede" group into sensational hearing violating "American concepts of common decency and fair play." Rep. Bennett was enroute to Michigan to attend funeral of aunt and was not available for comment. Reps. Mack and Moss released statement today (March 21) with explanatory memo by Robert Lishman, subcommittee chief counsel.

Money for 'policing'?

FCC probably will ask Congress for money to police radio-tv industry, FCC Chairman Frederick W. Ford said March 20 in news conference taped for station clients of News Assoc., Washington. He did not offer specific ideas on ways this job would be done. Chairman Ford voiced doubt that licensing of networks is necessary, noting FCC has "a great deal of control over the networks through the stations." He refused to answer queries about acceptance by President Eisenhower of gifts and by ex-FCC Chairman John C. Doerfer of vacation entertainment (see BROADCASTING interview page 68).

New free time bill

Free tv time bill for presidential candidates identical to ones already in Senate and House was introduced Friday by Rep. Stewart L. Udall (D-Ariz.). He said his bill (HR 11260) would give both major party nominees equal opportunity to bring issues to public.

McConnell heads IBA

Robert B. McConnell, WISH-AM-TV Indianapolis, elected president of Indiana Broadcasters Assn. He succeeds Joseph M. Higgins, WTHI-AM-TV Terre Haute, and under revised procedure will serve with other new officers until 1961 fall meeting. Also elected at IBA meeting in Indianapolis Friday: Merrill C. Johnson, WGL Fort

AT DEADLINE CONTINUED

Wayne, vice president-radio; Eldon Campbell, WFBM-TV Indianapolis, vice president-tv; Joseph Edwards, WFML (FM) Washington, vice president-fm; E. Berry Smith, WFIE-TV Evansville, secretary-treasurer. New directors: Joseph Haas, WLOI La Porte; Richard E. Jackson, WSAL Logansport; Dennis J. Keller, WITZ Jasper; Don Burton, WLBC Muncie; Lester G. Spencer, WKBV Richmond, and Mr. Higgins. Federal Trade Commission Chairman Earl E. Kintner addressed IBA (see story page 65).

Strike statement

Next move toward settlement of actors' strike against motion picture producers is up to producers, according to joint statement issued by John L. Dales, national executive secretary, Screen Actors Guild, and Charles S. Boren, executive vice president, Assn. of Motion Picture Producers, following Friday afternoon meeting (see story, page 90). Joint statement reads: "We have spent the afternoon exchanging offers and counter-offers. We are dispersing now until the producers set the date for the next meeting."

Salinas, New York stations are sold

Following station sales announced Friday subject to usual FCC approval:

• KSBW-AM-TV Salinas-Monterey and KSBY-TV San Luis Obispo, Calif.: Sold by John C. Cohan group to Paul F. Harron, Gordon Gray and associates for $3.1 million. Veteran broadcasters Harron and Gray own WKAL Rome and WKTV (TV) Utica, both New York, and World Broadcasting System, New York. Included in transaction is Muzak franchise for area. Mr. Cohan will remain as manager of California stations under new ownership, and will retain personal ownership of KVEC San Luis Obispo. KSBW is 5 kw on 1380 kc and affiliated with MBS. KSBW-TV is ch. 8 and KSBY-TV is ch. 6, both being affiliated with all three tv networks.

• WBNX New York, N.Y.: Sold by Amory L. Haskell to Richard Eaton (United Broadcasting Co.) for $680,000. United owns WOOK and WFAN (FM) Washington, D.C.; WSID-AM-FM Baltimore, WARK-AM-FM Hagerstown, WINX Rockville, all Maryland, WJMO-AM-FM Cleveland; WANT Richmond, Va., and WMUR-TV Manchester, N.H. Mr. Eaton sold WYOU Newport News, Va., earlier this year. WBNX is 5 kw on 1380 kc.

• Business briefly

Who else? • Exquisite Form Brassiere Inc., N. Y., signed sponsorship of *This Is Zsa Zsa*, new five-a-week five-minute series starting today (March 21) on ABC Radio (time determined by local stations). Program is said to mark radio debut of Miss Gabor. Series produced by Trand Assoc., N. Y. Agency: Regal Adv. Assoc., N. Y.

WEEK'S HEADLINERS

MR. WINIK

LESLIE WINIK, director of programming, International Telemeter Co., since division of Paramount Pictures Corp., January 1958, elected vp. Mr. Winik, who founded Official Films in 1939, has been instrumental in preparing Telemeter program plans for wired pay television and with Madison Square Garden management negotiated hockey game tv feeds for Toronto system (BROADCASTING, Feb. 29). A former motion picture distributor operating from England (he owned and operated several theatres in London), Mr. Winik formed Winik Films in 1950, during which time he produced 11 championship fight films for theatrical release and produced and distributed two tv series, *Famous Fights* and *Madison Square Garden*.

THOMAS C. BUTCHER resigns as president, Brown & Butcher, because of loss of Babbitt account which he said was "the business catalyst" for joining with Carl Brown in agency. He started as copywriter at BBDO in 1932, subsequently held posts at Colgate-Palmolive, William Esty Co. and was executive vp of Lennen & Newell when he left there in 1958 to organize Brown & Butcher.

HUGH C. RALSTON, Ford Motor Co. special advertising and pr consultant in Europe, appointed manager of Ford's newly-established tv department of Dearborn, Mich., which will coordinate all tv activities. This includes purchases, script evaluation, talent, production, commercials and related functions. He will provide staff relationship with various Ford divisions and their advertising managers and agencies, networks and program producers, and will report to Edward E. Rothman, Ford's general advertising-sales promotion manager.

MR. BROCKMAN

LOUIS N. BROCKWAY relinquishes duties as chairman of executive committee of Young & Rubicam, effective May 1. Mr. Brockway, prominent in advertising field —served terms as chairman of The Advertising Council and American Assn. of Advertising Agencies—will continue with Young & Rubicam as director and on special assignments. He joined Y&R in 1930 as account executive, became a vp and supervisor nine years later, executive vp in 1943 and two years ago was appointed to chairmanship he now vacates.

BURTON H. HANFT, resigned as vp and treasurer, Screen Gems, joins NBC as vp-talent and program contract administration March 28 succeeding JAMES A. STABILE who became NBC vp-standards and practices last November. Mr. Hanft joined Screen Gems in 1952 as business manager, became director of business affairs and was elected vp in 1957 and year later named treasurer. He is former attorney and at one time was on Columbia Pictures' legal staff.

MR. WYLIE

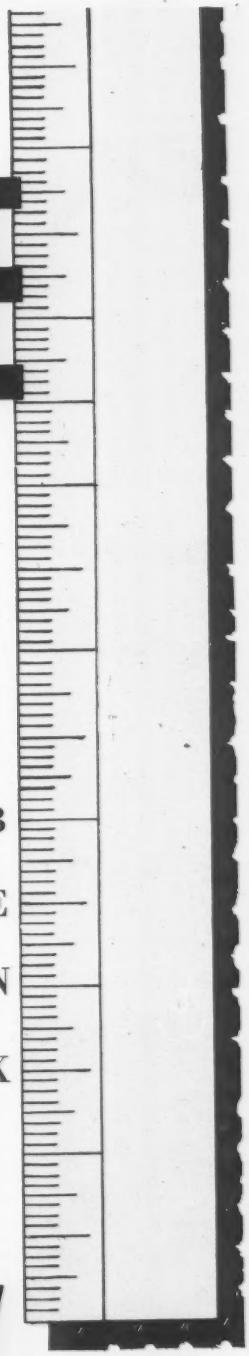
WILLIAM A. (BILL) WYLIE resigns as director of tv-radio department of McCann-Erickson, M-E Productions, to become vp of tv radio department of Lambert & Feasley Adv., N.Y., effective April 1. He joined M-E in 1955 as account executive, became associate director of tv-radio department in 1957, and director of client services last year. His tv accounts included National Biscuit Co., Chrysler, Bulova Watch, Colgate-Palmolive, Westinghouse, Liggett & Myers and Coca-Cola. Mr. Wylie began in broadcasting in 1945 in script department of ABC and in 1950 became director of station relations.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

By Any Yardstick

THE BIG ONE

Takes the *Measure*



ARB

PULSE

NIELSEN

TRENDEX

WKRG-TV

CHANNEL 5 MOBILE, ALA.

There's more
to F

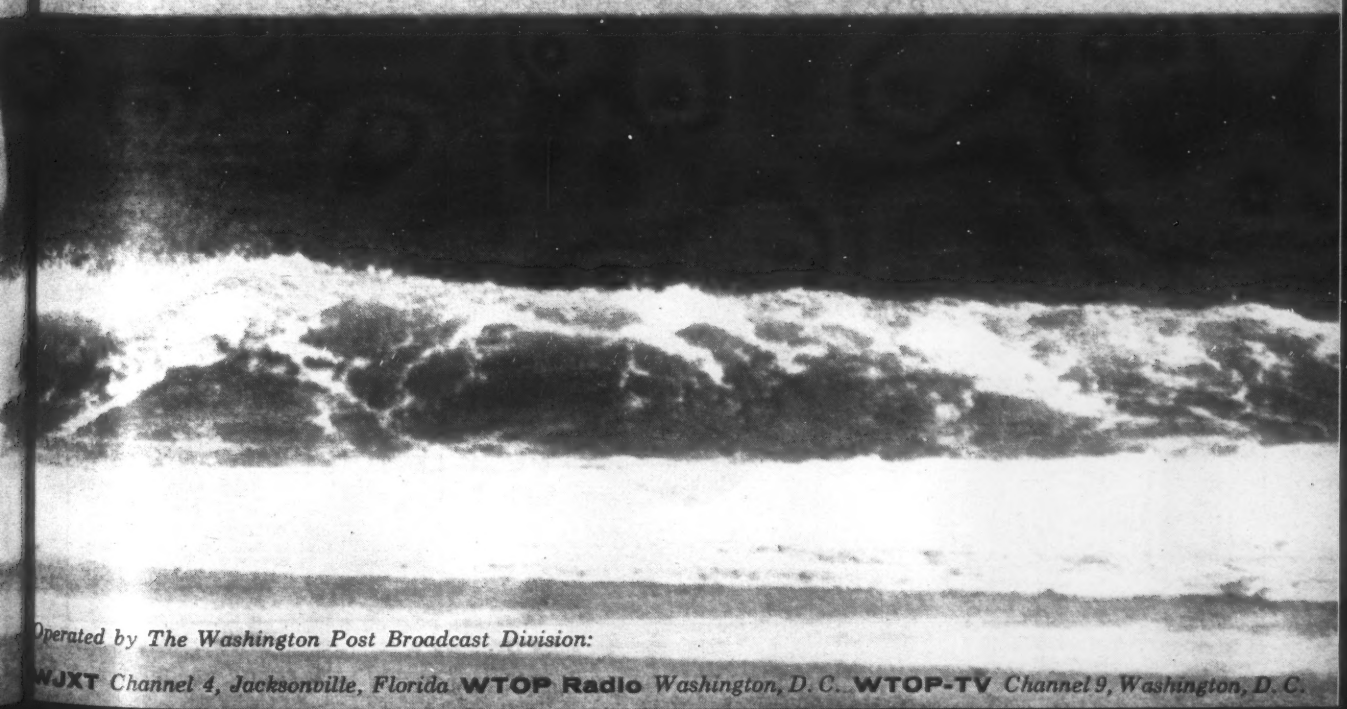
Florida

There's **WJXT** in Jacksonville, with outstanding figures that leap to every advertiser's attention. Example: well over *double* the county coverage (66 vs 28) in the booming Northeast Florida-South Georgia region! Example: *all* the first 15 shows in the latest Nielsen ratings . . . and all but 6 out of the top 50 shows! No matter how you measure it, the answers come up the same . . . there's more, *much more* to WJXT.

WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales



Operated by The Washington Post Broadcast Division:

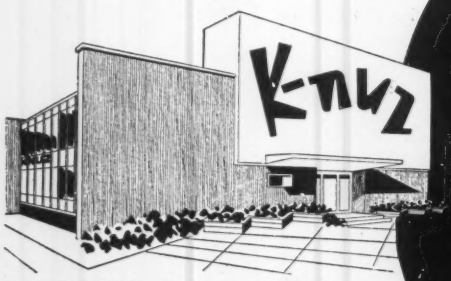
WJXT *Channel 4, Jacksonville, Florida* **WTOP Radio** *Washington, D. C.* **WTOP-TV** *Channel 9, Washington, D. C.*

To reach the BUYING ADULT AUDIENCE in Houston

It's **K-NUZ** — the NO. 1* BUY in HOUSTON

. . . at the lowest cost per thousand!

*See Latest Surveys for Houston



24 HOUR MUSIC and NEWS

National Reps.:
THE KATZ AGENCY, INC.
- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

AIMS

OPEN MIKE

Buying, selling stations

EDITOR: Send 1,000 reprints "The big bull market in radio-tv" (page 80, Feb. 15)—*H. Scott Kilgore, Tele-Broadcasters, New York.*

EDITOR: We would like extra copies . . . —*Paul H. Chapman, Paul H. Chapman Co., Atlanta, Ga.*

[Reprints are available, 15¢ each.—THE EDITORS]

Outlook for 1960's

EDITOR: Please send 10 reprints of the article, "A glowing forecast for the '60's: tv advertising income to double," page 23, Jan. 4 issue.—*Monas S. Bachman, Promotion Manager, KXTV (TV) Sacramento, Calif.*

[Reprints are available, 10¢ each.—THE EDITORS.]

Right name, wrong job

EDITOR: . . . I did want to correct as soon as possible an error in the March 7 media section (page 94) carrying an item about me—which is much appreciated—but which designates my job as general manager, whereas I was appointed general sales manager of KFRE-AM-TV and KRFM (FM) Fresno, Calif. Leslie H. Peard Jr. is the general manager of all three stations . . . —*Leslie H. Norins, General Sales Manager, KFRE-AM-TV and KRFM (FM) Fresno, Calif.*

Ad course background

EDITOR: I am presently in the midst of writing and editing a course on advertising. In one section, I am covering rather thoroughly media and its placement.

I wonder if you could give me permission to reproduce parts or all of the following tables: Feb. 15, 1960 issue, "Television time sales 1948-1959" and "Radio time sales 1935-1959"; 1959 BROADCASTING YEARBOOK, tables on radio and tv trends, audiences, etc.

This information should help our students a great deal . . . —*Irvin Davis, Clayton-Davis & Assoc., St. Louis.*

[The material may be quoted within context and with credit.—THE EDITORS.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

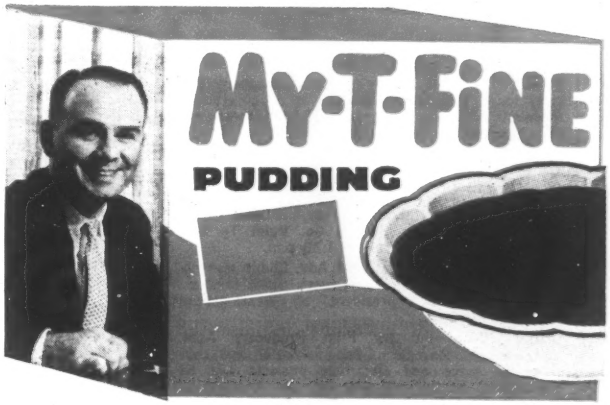
SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

Interview: Gene Fitzgerald

Penick & Ford Advertising Manager tells why he chooses
WLW TV Stations and WLW Radio for My-T-Fine Puddings and Swel Frosting Mix

"The WLW Stations take the cake for offering advertisers the big 3 in broadcasting —PROGRAMMING, AUDIENCE, PROMOTION!"

"This programming has helped give us a mighty fine position in the market and the loyal program audience helps create a loyal brand consumer."



"And for the cherry on the cake, we welcome the Crosley Stations practical promotion and merchandising help."

Call your WLW Stations' Representative . . . you'll be glad you did! The Dynamic WLW Stations

WLW-I Television Indianapolis

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW Radio

Crosley Broadcasting Corporation a division of **Avco**

KJEO-TV

Central California's #1 Prime Time Station with proof from the viewers themselves:*

Channel

47

Fresno

7

*ALL 7 DAYS A WEEK

DELIVERS MORE VIEWER HOMES FROM 6 to 10 P.M.!

(Source: Current ARB with 34.8 Rating)

Yet KJEO-TV rates are right with the lowest in the area. See your H-R Representative early for your best prime time buys.

KJEO channel 47

Fresno, California

J.E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm—Commercial Manager
See your H-R representative H-R

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

MARCH

March 20-23—National Educational Television & Radio Center, meeting of program managers of affiliated stations, KUHT (TV) Houston.

March 21-26—Northwestern U. second annual Short Course for Newsmen in Crime News Analysis and Reporting, Fisk Hall, Evanston (Ill.) campus, under co-sponsorship of university's Medill School of Journalism and School of Law. Among speakers: William Garry, news and public affairs director of WBBM-TV and Len O'Connor, newscaster and commentator with WNBQ (TV) and WMAQ, both Chicago.

March 21-23—Canadian Assn. of Broadcasters, annual convention. Meetings this year will deal primarily with business of association and BMI Canada Ltd. Latter will be open to advertisers and agency executives, but CAB meetings will be for members only. Chateau Frontenac Hotel, Quebec City, Que.

March 21-24—Institute of Radio Engineers national convention, Coliseum and Waldorf-Astoria, New York.

*March 22—Seattle Advertising Club. Speaker: Kevin Sweeney, president, RAB.

March 22—Deadline for filing comments to FCC proposed rulemaking on payola. Extension of time from March 1 was granted on request of NAB. Deadline for filing comments is March 31.

March 23—Bureau of Broadcast Measurement, annual meeting, Chateau Frontenac Hotel, Quebec City, Que.

*March 23—Spokane Advertising Club. Speaker: Kevin Sweeney, president, RAB. Ridpath Hotel.

March 23—Radio & Television Executives Society round table on radio's use as an advertising meduim. Scheduled to appear: D. C. Marschner, sales promotion-advertising manager, Shell Oil Co.; Albert B. Richardson, vice president in charge of advertising, Chesebrough-Ponds Inc.; James Stocker, advertising manager, Scott Paper Co.; George Arkedis, vice president, network sales, CBS Radio; Maurice McMurray, national sales director, Storer Broadcasting Co. Palm Terrace, Hotel Roosevelt, New York. 12:30 p.m.

March 23—Chicago Broadcast Adv. Club's monthly luncheon meeting, Sheraton Towers. Guest speaker: Donald McGannon, president of Westinghouse Broadcasting Co.

March 25-26—Industry Film Producers Assn. first national convention. Documentation and coverage of space and electronic projects will be emphasized. Statler-Hilton Hotel, Los Angeles.

*March 29—Cincinnati Council, American Assn. of Advertising Agencies annual meeting. Speakers: Kevin Sweeney, president, RAB; Pete Cash, president, TVB. Queen City Club.

March 29—Assn. of National Advertisers' workshop "How to Use Advertisng Effectively in Introducing New Products." Hotel Ambassador, Chicago.

*March 29—Pennsylvania Assn. of Broadcasters legislative luncheon. Congressional Hotel, Washington. Pennsylvania congressmen will be guests.

*March 30—Radio-Television Executives Society production workshop. 12:30, Madison Room, Roosevelt Hotel, New York. Topic: "Sweet Sound of Success—in Radio 1960."

March 31—Academy of Television Arts & Sciences, Los Angeles chapter. Groucho Marx, Red Skelton and others will discuss "Comedy in Television" at 8 p.m. meeting at the Beverly Hilton Hotel, Beverly Hills, Calif.

*March 31—Assn. of Broadcasting Executives of Texas. E. H. Kitteridge, Jr., executive vice president, Texize Chemicals, Greenville, S. C., and Howard K. McIntyre, vice president, Henderson Adv., that city, will discuss broadcasting's role in Texize's growth. Statler-Hilton Hotel, Dallas.

March 31—Radio Advertising Bureau's annual National Radio Advertising Clinic. Waldorf-Astoria Hotel, New York.

APRIL

April 1—Comments due on FCC proposal for shorter license periods to strengthen its broadcast enforcement.

April 1—Comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.

*April 1—Repeat of RAB's National Radio Advertising Clinic. Sheraton-Blackstone Hotel, Chicago.

April 1-3—Women's Advertising Clubs eastern inter-city conference, Sheraton-Biltmore Hotel, Providence, R.I.

April 2—Assn. for Professional Broadcasting Education, Conrad Hilton Hotel, Chicago.

April 2—National Assn. of Fm Broadcasters annual business meeting. Conrad Hilton Hotel, Chicago.

April 3-6—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.

April 4-6—American Management Assn.'s national packaging conference, Convention Hall, Atlantic City, N.J.

April 4-7—National Premium Buyers 27th annual exposition, Navy Pier, Chicago. Premium Adv. Assn. of America will hold its annual conference in conjunction with exposition at same site April 5. Major speakers: Michael J. O'Connor, merchandising director, Tatham-Laird, and G. Herbert True, director of creativity research, Visual Research, Inc. The National Premium Sales Executives conducts its sales and distribution seminar April 3.

April 5—Broadcast Pioneers annual dinner meeting. Sol Taishoff, publisher of BROADCASTING, is chairman of banquet committee. Conrad Hilton Hotel, Chicago.

April 6—Academy of Telvision Arts & Sciences forum on New York station operations, ABC.

April 8-9—Oregon Assn. of Broadcasters annual meeting. Howard Bell, assistant to president, NAB, is key speaker. Eugene, Ore.

April 9-10—Disc Jockey Assn., membership meeting. Minneapolis (site to be selected).

April 11—Deadline for filing reply comments to proposed FCC amendment of Conelrad manual BC-3 to provide for transmission standards for the Conelrad attention signal. Deadline for reply comments is April 25.

April 13-16—American Public Relations Assn. conference, Greenbrier Hotel, White Sulphur Springs, W. Va. Registration can be made through APRA Convention headquarters, 1010 Vermont Ave., N.W., Room 812, Washington 6, D.C.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

April 19—Comments on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

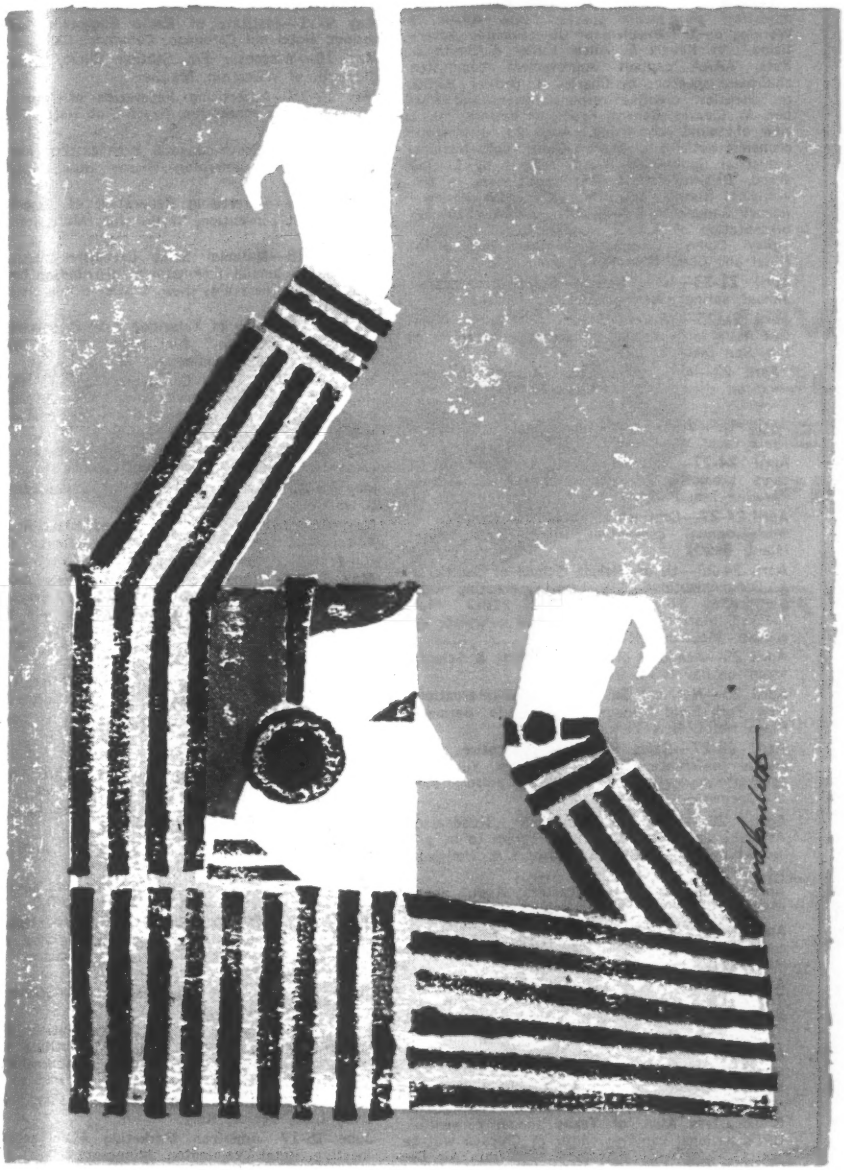
April 20—Deadline for nominations to the Advertising Hall of Fame. Nominations should be sent to the Advertising Federation of America, 250 West 57th Street, New York 19.

April 20-21—Council on Medical Television second meeting. Discussions and demonstrations open to Council members and invited observers. Clinical center, National Institute of Health, Bethesda, Md.

April 21—Pennsylvania AP Broadcasters Assn. Hershey Hotel, Hershey, Pa.

April 21-22—National Retail Merchants Assn.

FUTURSONIC PRODUCTIONS, INC. PRESENTS



TIME CHEX

TAKE TIME TO MAKE MONEY... WITH TIME CHEX, ANOTHER FIRST **FROM FUTURSONIC!** FUTURSONIC PRODUCTIONS HAS CREATED WHAT REPRESENTS A FIRST IN MEDIA PRODUCTION. THE FABULOUS TIME CHEX—145 TIME BREAKS IN MUSICAL JINGLE FORM. THESE ARE NOT MERELY "STOCK" TUNES OR TIME SIGNALS, BUT MUSICAL JINGLES GIVING THE SPECIFIC TIME EVERY FIVE MINUTES OF EVERY HOUR ON THE FIVE MINUTE MARK—1:05, 1:10, 1:15, ETC.—24 HOURS AROUND THE CLOCK. ■ NOW, HERE'S HOW THE TIME CHEX CAN MAKE MONEY FOR YOU: OFFER THEM AS CAMEO PROGRAMS TO YOUR LOCAL ACCOUNTS... PARTICULARLY, PRESTIGE ACCOUNTS SUCH AS BANKS, SAVINGS AND LOAN ASSOCIATIONS, AND THE LIKE. THE LONGEST JINGLE IS ONLY 8 SECONDS IN LENGTH, SO THERE'S PLENTY OF TIME FOR COMMERCIAL COPY. THE LOCAL ADVERTISER GETS TOP NOTCH PRODUCTION AND YOUR STATION GETS A NEW EXCLUSIVE PROMOTION AND INCREASED BILLING! ■ BUT, WHETHER YOU USE THE TIME CHEX AS A DIRECT REVENUE BUILDER OR AS A STATION PROMOTIONAL IDEA, PLEASE ACT PROMPTLY! THIS MATERIAL IS SOLD ON AN EXCLUSIVE BASIS TO ONLY ONE STATION IN EACH MARKET! FILL IN THE SPACE PROVIDED BELOW AND MAIL TODAY! A DEMONSTRATION TAPE OR DISC WILL BE FORWARDED TO YOU IMMEDIATELY. ■ NEWEST TIME CHEX USERS: CHICAGO-WJJD/PITTSBURGH-WEEP/TORONTO, CANADA-CHUM/BOSTON-WCOP/SAN ANTONIO-KONO/MEMPHIS-WMPS INDIANAPOLIS-WFBM/MONTREAL, CANADA-CKGM/CINCINNATI-WSAI **PLEASE RUSH THE FABULOUS TIME CHEX, WITHOUT OBLIGATION,**

TO: NAME:_____ FIRM:_____ ADDRESS OR P.O. BOX:_____

CITY:_____ STATE:_____ **FUTURSONIC PRODUCTIONS, INC. RI 8-9525 3101 ROUTH DALLAS, TEXAS.**

YOU KCAN'T KCOVER TEXAS without KCEN-TV

WATTS UP, DOC?

We're the only maximum power 100,000 watter in in the Waco-Temple market! (And our antenna is 833 feet up!)

NBC CHANNEL 6 KCEN-TV TEMPLE · WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

board of directors meet, Hotel Statler, Dallas.

*April 21-23—American Assn. of Advertising Agencies annual meeting. April 21: business sessions for members only. April 22: open also to advertiser and media guests; "How AAAA Is Working on the Problem of Objectionable Advertising," by Robert E. Allen, Fuller & Smith & Ross, AAAA content improvement committee chairman; speeches by Charles H. Brower, BBDO on agencies' creative responsibilities, and Herbert M. Cleaves, General Foods, on business man's view of sound advertising. April 23, also open: economic outlook by Martin Gainsbrugh, National Industrial Conference Board; reports by Sinclair Wood, British Institute of Practitioners in Advertising, Norman Cousins of "Saturday Review," Robert Ganger of D'Arcy Adv., AAAA chairman; presentation of Arthur Kudner Award by David Ogilvy, Ogilvy, Benson & Mather. Boca Raton Hotel and Club, Boca Raton, Fla.

April 21-23—New Mexico State Broadcasters annual spring meeting. Las Cruces, N.M.

April 21-23—Western States Advertising Agencies Assn. tenth annual conference. Shelter Island Inn, San Diego.

*April 22—Assn. of National Advertisers workshop on shows and exhibits. Hotel Plaza, New York.

April 22—Virginia AP Broadcasters, National Press Club, Washington.

April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

April 24-27—Continental Advertising Agency Network annual convention, Fontainbleau Hotel, Miami Beach.

April 24-28—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainesville. (Broadcasting Day, 25th.) Main speaker: Matthew Culligan, general corporate executive, McCann-Erickson.

April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel, New York.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York. Key speaker: John Caldwell, executive editor, Sales Management.

April 28 — Southern California Broadcasters Assn. Luncheon meeting with program to be presented by Cunningham & Walsh, L.A. Hollywood Knickerbocker.

April 28-29—Ohio Broadcasters Assn. annual meeting. Pick-Ohio Hotel, Youngstown.

April 28-30—Alabama Broadcasters Assn. annual convention. Miramar East Hotel, Ft. Walton Beach, Fla.

April 29-30—Professional Advertising Club of Topeka, New Adventures in Advertising workshop and clinic. Special copy clinic. Washburn U., Topeka, Kan.

April 30—Radio Television News Directors Assn. spring board of directors meeting. Sheraton Russell Hotel, New York.

*April 30-May 1—United Press International Broadcasters Assn. of Texas annual convention. UPI's national radio-tv editor of Chicago will be featured speaker. Special program from Air Defense Command, Colorado Springs. Baker Hotel, Dallas.

MAY

May 2—Reply comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.

May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.

May 3—Conelrad drill scheduled by FCC for all radio and tv stations in all states except Hawaii and Alaska. Duration: one half-hour at time corresponding to 1 p.m. EST.

May 4—Reply comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

May 4—Station Representatives Assn. awards luncheon. The Silver Nail Timebuyer of the Year award and Gold Key will be presented. Waldorf-Astoria Hotel, New York.

May 5-8—American Women in Radio & Television national convention. On agenda: an all-day industry forum; six radio-tv workshops and general session on radio programming, tv commercials and educational tv. Final day will be devoted to business meeting, including election of officers. Pick-Carter Hotel, Cleveland.

May 6-7—U. of Wisconsin journalism institutes, Wisconsin Center, Madison.

May 9-11—Institute of Radio Engineers Symposium, Hotel del Coronado, Coronado, Calif.

May 10—Wisconsin Fm Station Clinic, Center Bldg., U. of Wisconsin, Madison.

May 12-15—Advertising Federation of America Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.

*May 13-14—South Dakota Broadcasters Assn. annual meeting. Sheraton-Johnson Hotel, Rapid City.

May 14-16—Advertising Federation of America 2nd District convention, Skyline Inn, Mt. Pocono, Pa.

May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.

May 17—Academy of Television Arts & Sciences, forum on "Easterns," film production in New York, Gold Medal Studios, 807 E. 175th St.

May 18—Sigma Delta Chi annual banquet. Distinguished journalism service awards in 15 categories will be presented. National Press Club, Washington, D. C.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

May 18-21—Pennsylvania Assn. of Broadcasters, Galen Hall, Reading, Pa.

May 19—Southern California Broadcasters Assn. luncheon meeting. MacManus, John & Adams, L.A., will present the program. Hollywood Knickerbocker.

May 21-22—Illinois News Broadcasters Assn. spring meeting, U. of Illinois campus, Urbana. Combined clinic and business meeting will be jointly sponsored by INBA and university's College of Journalism and Communications, with some sessions at Inman Hotel, Champaign.

May 26-31—National Federation of Advertising Agencies annual management conference. Northernaire Hotel, Three Lakes, Wis.

JUNE

June 1-3—International Advertising Assn. 12th annual congress, Waldorf Astoria, New York.

*June 4-5—Oklahoma Associated Press Broadcasters Assn. Trade Winds Motel, Tulsa.

June 5-9—Advertising Federation of America convention, Hotel Astor, New York.

June 5-9—Assn. of Industrial Advertisers annual convention. Shoreham Hotel, Washington, D.C.

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse, N.Y.

June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.

June 12-17—Fourth Annual Communications Institute for High School Students, institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

June 13-17—International Advertising Film Festival, Lido, Venice, Italy.

June 15-17—American Marketing Assn. annual meeting. Hotel Leamington, Minneapolis.

*June 19-24—National Advertising Agency Network national conference. Oyster Harbors Club, Osterville, Mass.

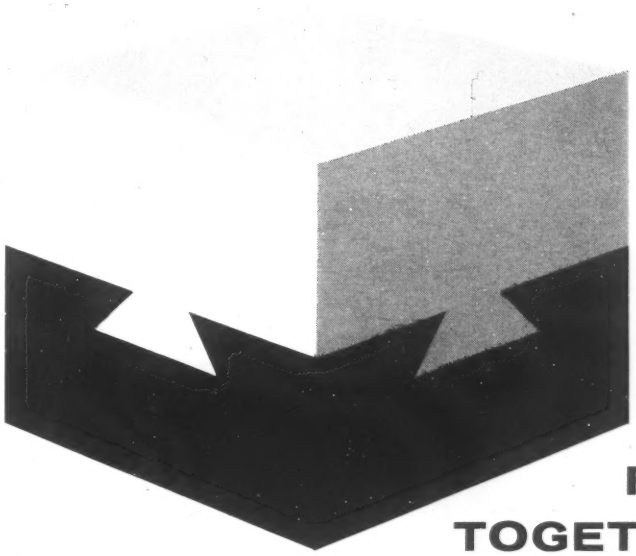
*June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.

*June 20-21—Chicago Spring Conference on Broadcast and Television Receivers, Graemere Hotel, that city, running concurrently with International Home Furnishings Market. Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers.

*June 22-24—Second National Conference on Electronic Standards. Co-sponsors: National Bureau of Standards, Institute of Radio Engineer's professional groups of instrumentation and microwave theory and techniques and American Institute of Electrical Engineers, National Bureau of Standards Labs, Boulder, Colorado.

*June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.

*June 24-25—Colorado AP Broadcasters Assn., Pueblo.



HOW DO THE PIECES FIT TOGETHER?

The two solid blocks of wood (illustrated) dovetail securely together. The other two vertical sides (not visible) look precisely the same as the two vertical sides shown. How are the pieces put together?

(Send your correct solution to WMAL-TV to win a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., N. Y. C.)

(To see how WMAL-TV's coverage of the Washington area dovetails with client marketing plans, check with the H-R man.)

wmal-tv abc

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

MONDAY MEMO

from **CLAY ROSSLAND,** *media director, Campbell-Mithun Inc., Chicago*

Criticism can be two-way street

Television is a peculiar business.

Everybody seems to know more about it than the people engaged in it. Anyone can be an expert. All he has to do is to spend a few minutes a day reading a column in his newspaper, plus a little time with the weekly and monthly magazines.

The television critics for the print media are an amazing lot. They are experts in programming, research, business and finance, labor relations, advertising and almost anything else that concerns a network president or a station manager. It seems odd that television doesn't hire some of these experts and solve its problems at once.

We are not saying that it is bad that the public reads so much about the problems confronting the television industry and their solutions, but we sometimes wonder if the public is aware that they are not necessarily reading unbiased viewpoints. Newspapers and magazines are competitive to broadcasting, highly competitive, even when they are owned by the same interests.

Critics Are Critical • Television critics rarely are friendly to the broadcast industry and some print media are even known to editorialize a little in their news columns about problems in the broadcast and advertising fields.

It is rarely pointed out that some of the abuses that lately have been plaguing television have their counterparts in newspapers. Or that many of the television commercials which have been criticized by the press have print versions which are equally objectionable.

It's fun to speculate on what a *Newspaper Column of the Air* would be like on radio or television. It would probably get about a 0.1 rating, but everyone has read that ratings are silly anyway so that is no problem. Let's see what we could do with such a column:

How It Might Sound • "Good evening, ladies and gentlemen. This is your *Newspaper Column of the Air*. Tonight we are going to take you on a front to back tour through the pages of the *Big Town Gazette*.

"Ever since the new management took over at the *Gazette*, this paper has been going downhill. True, it has had a 25% circulation gain and a 10% increase in advertising revenue, but we are talking about quality, not quantity. It behooves this management to get on the ball and start thinking about public service and community needs—not dollars for the stockholders. But, the newspapers are not licensed by the government and are subject only to newsprint limitations, libel laws, competitve considerations and they can always scream about freedom of the press when attacked.

"Let's start on the front page. Take the headline as an example of what's happening to this paper—'Sex Maniac Kills Ten on Lovers' Lane.' Certainly, in a paper that boasts of its home-delivered circulation, that story would have been better placed on Page 3 (if they had to print it at all) with the front page featuring something like 'Broadway Being Repaved.' We counted the lines on the front page and 52%, more than half, were devoted to stories of crime and violence. No wonder we have juvenile delinquency in this city.

"While we were in a counting mood, we added up the number of pages of advertising in last night's *Gazette*. Want to guess? 65% advertising! And they scream about the *Jack Paar Show*.

Clay Rossland has been on both sides of the fence in broadcast advertising—station representative and agency. Now he rides herd on all communication avenues as media director in Campbell-Mithun's Chicago office. A business administration graduate of the U. of Minnesota, he started his advertising career with Knox Reeves Adv. at Minneapolis in 1941. After four-years in Navy, he returned to that agency to head media analysis department. He then switched to timebuying, handling several network programs for General Mills plus spot business and Wheaties' baseball broadcasts. Mr. Rossland joined Weed & Co. in 1949 and subsequently headed the station representative's Chicago office. He joined Campbell-Mithun in 1955.

Kidneys and Bladders • "That department store ad on page 4 certainly was in bad taste. Seductive models in scanty lingerie certainly have no place in a home newspaper. This is typical of the attitude of this paper—anything for a buck. And how about the kidney and bladder ads and the pile cures? Certainly not very appetizing reading right next to the food section.

"Speaking of the food section, we're glad to see that the editor is watching our *Kitchen Show*. Those turnovers were delicious when we sampled them in the studio kitchen last week. Wonder if the *Gazette* has a kitchen?

"The society page was divine. More board chairmen's daughters coming out and glamorous goings on over in the country club district. Oh yes, and a Mary Smith got married in three lines on South First St.

"On page 5 where Aunt Beth's 'Garden Column' ran for 20 years they now have a syndicated Broadway column. How do they expect to develop local talent if they cut 'em off?

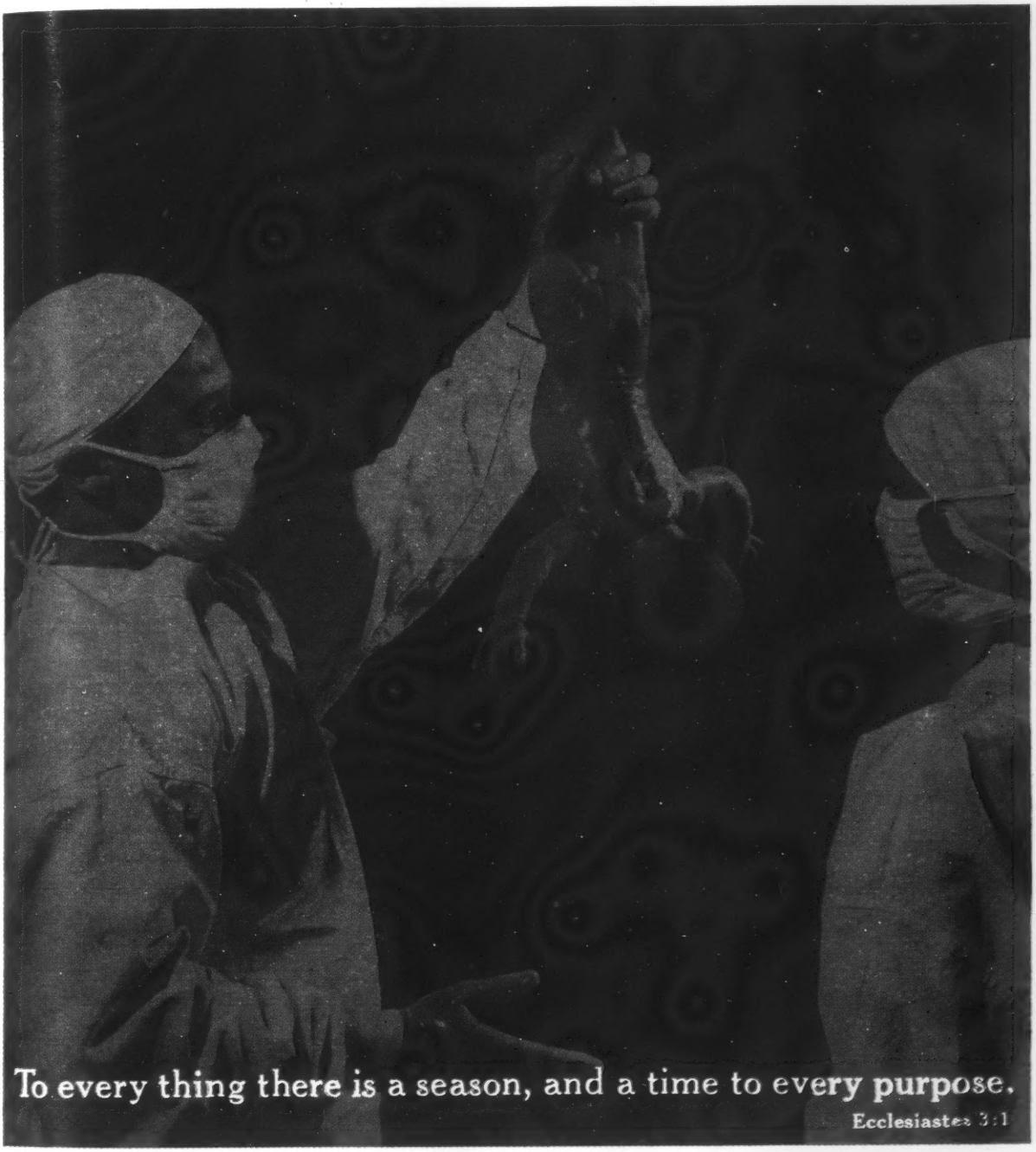
"I know Aunt Beth didn't show up too well in that recent readership study, but she had a very loyal following and she is such a sweet lady. Besides, how can anyone say that what a mere handful of people read can be any indication of what half a million people read?

"I understand that the sample for that survey was only 300 people. How ridiculous! Even if the readership figures were accurate, isn't it the editor's responsibility to uplift the readers' tastes—not give them drivel like that New York column.

Press Payola • "The *Gazette* devoted three pages to sports last night—most of it to basketball tournaments. Why don't they leave this kind of thing to radio-tv stations and live coverage? I see that some of the writers are down South again for baseball's spring training season. I guess everybody knows by now that not all newspapers pick up the tabs for these junkets. Payola is a many-sided thing.

"The comic page continues to feature violence and killing. Fearless Fosdick shot 10 innocent bystanders—his lowest bag of the week. Daisy Mae continues to wear those sexy rags and Li'l Abner doesn't notice. I'll bet your sons do."

Format not copyrighted. Nor recommended. But it suggests: would newspapers long endure this sort of critique, the type they've been showering on tv?



To each purpose there is a proper *time* for accomplishment. The important thing is having the perspective to recognize it.

Successful advertising is predicated on this axiom, also. For whether an advertiser seeks a broad or a select, a laboring or a white-collar, a youthful or an adult audience for his sales message . . . tastes and interests differ widely; and there is a specifically effective *time* to reach every audience. The important thing is having the perspective to employ it.

In the Maryland Market, WBAL-TV programs to satisfy the variety of needs of the widest practical audience, but with the perspective to reach every audience in direct relationship to the significance its percentage bears upon the whole. Our schedule is so balanced, carefully, because we have a public responsibility to provide entertainment, information and education for *all* of our viewers. Thus, at WBAL-TV, an advertiser's efforts may be directed specifically to the particular audience he seeks. The *time* he requires to accomplish his purpose remains only to be realized.

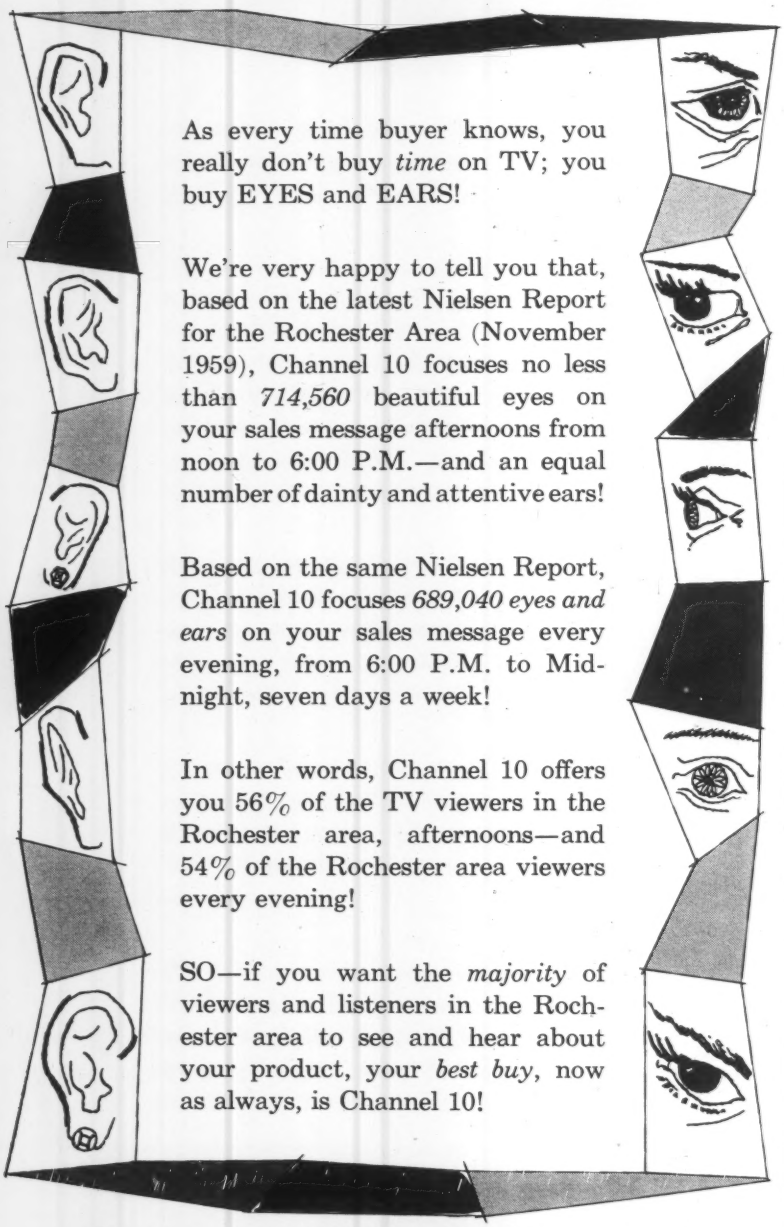
"To every thing there is a season, and a *time* to every purpose . . ." the prophet says. At WBAL-TV in Baltimore, our advertisers reap the fruit of *time* well spent.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

For SALE
714,560 EYES and EARS
In the Rich Rochester Area !



As every time buyer knows, you really don't buy *time* on TV; you buy EYES and EARS!

We're very happy to tell you that, based on the latest Nielsen Report for the Rochester Area (November 1959), Channel 10 focuses no less than *714,560* beautiful eyes on your sales message afternoons from noon to 6:00 P.M.—and an equal number of dainty and attentive ears!

Based on the same Nielsen Report, Channel 10 focuses *689,040 eyes and ears* on your sales message every evening, from 6:00 P.M. to Midnight, seven days a week!

In other words, Channel 10 offers you 56% of the TV viewers in the Rochester area, afternoons—and 54% of the Rochester area viewers every evening!

SO—if you want the *majority* of viewers and listeners in the Rochester area to see and hear about your product, your *best buy*, now as always, is Channel 10!

CHANNEL 10

ROCHESTER, N.Y.

CBS BASIC (WVET-TV • WHEC-TV) ABC AFFILIATE

THE BOLLING CO., INC. NATIONAL REPRESENTATIVES EVERETT-McKINNEY INC.

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT ..... Maury Long
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COMPTROLLER ..... Irving C. Miller
ASST. SEC.-TREAS. ..... Lawrence B. Taishoff

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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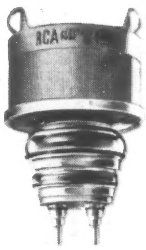
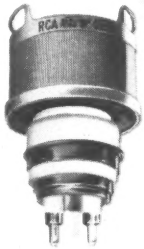
TAKE YOUR



CHOICE



FOR VHF

POWER

time tested RCA-6166 and the new ceramic-metal RCA-6166-A

RCA-6166 is one of the most respected power tubes in broadcasting. Its dependability and long operating life are bywords with station engineers all over the world. This kind of service means extensive transmitter operating economies, and keeps the business office as happy as the engineering department.

Now, consistent with its practice of bringing you the latest technical advances, RCA offers you a ceramic-metal version of this famous tube, the RCA-6166-A. The use of ceramic insulation makes possible somewhat higher maximum plate-voltage ratings for the 6166-A and permits operation up to 220 Mc. The 6166-A is directly interchangeable with the 6166. You'll get the same outstanding service from RCA-6166-A as you have learned to expect from RCA-6166.

Get full details on these and other RCA broadcast tubes from your nearest RCA Distributor of broadcast tubes. He also carries RCA Sound Tape for your convenience. Call him for prompt, complete service.

Another way
RCA serves the
Broadcasting Industry
through Electronics

RADIO CORPORATION OF AMERICA
Electron Tube Division — *Harrison, N. J.*

LARGEST TV S

SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT WBZ-TV BOSTON

*of audience**

And look at these other facts about WBZ-TV!

■ Most national advertisers of any Boston TV station—193 compared to 148 for the second-place station. ■ Most newscasts of any Boston TV station. ■ Public service programming—234 hours and 12,667 spot announcements contributed last year to 203 charitable projects. ■ Most local air personalities—more than any other Boston TV station. ■ Most awards of all Boston TV stations. *ARB

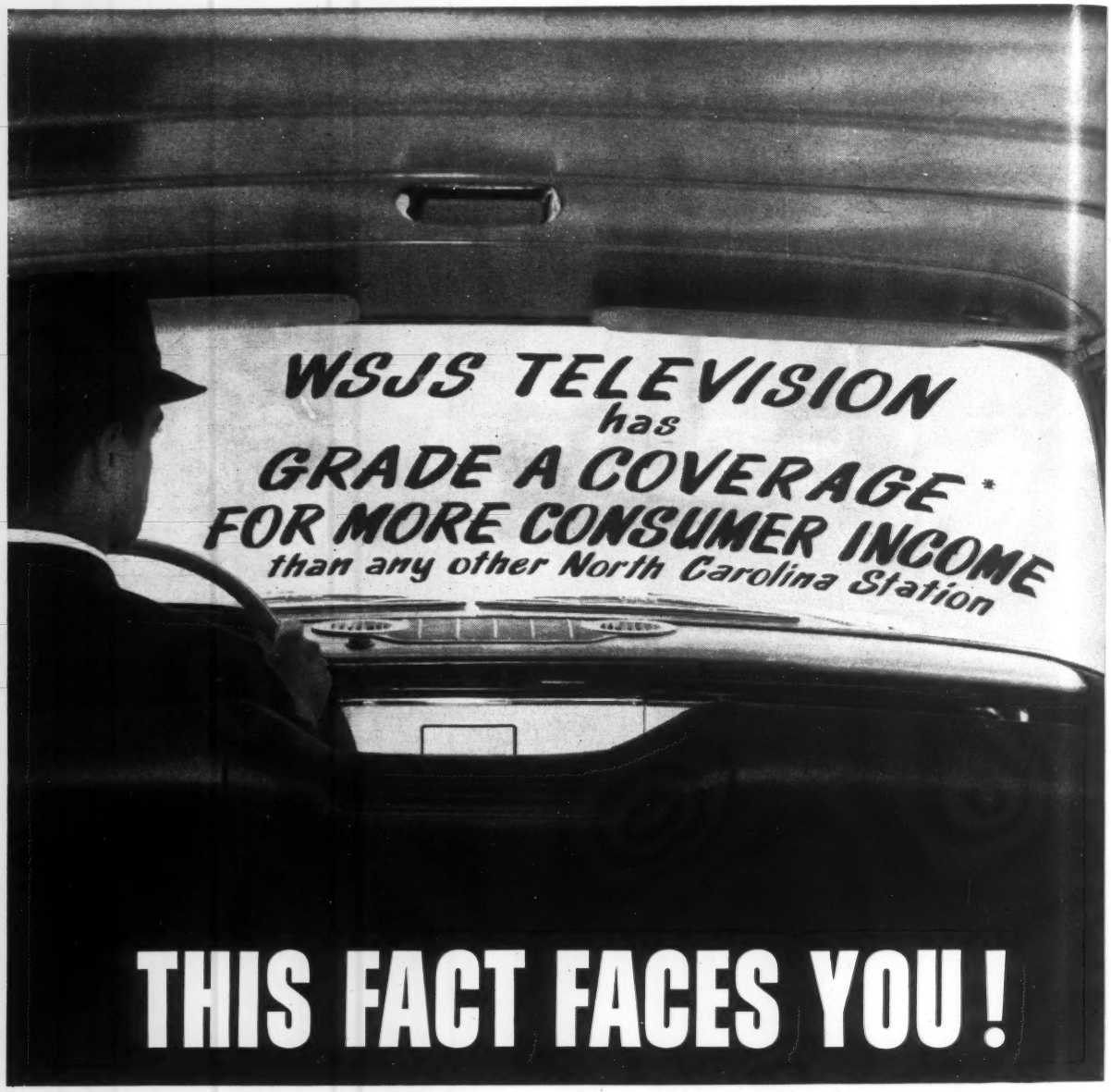
That's why, in Boston, no TV spot campaign is complete without the WBC station, **WBZ-TV**

BOSTON

Represented by Television Advertising Representatives, Inc.

WBC Westinghouse Broadcasting Company, Inc.

SEAL OF GOOD PRACTICE TELEVISION CODE

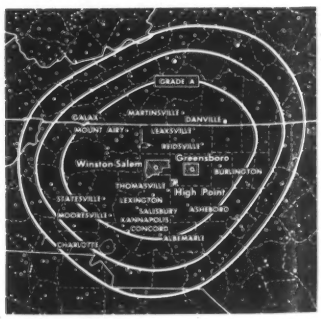


THIS FACT FACES YOU!

PROOF:

Within its Grade A telecasting area, WSJS-Television reaches a consumer population of 1,393,420 with total spendable income of $1,827,286,000. In North Carolina's biggest Metropolitan market located in the rich industrial Piedmont, the WSJS-Television market represents a more powerful buying force than that offered by any other North Carolina station.

*



WSJS television

Winston-Salem / Greensboro

MST

NBC

CHANNEL 12

Headley-Reed, Reps.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

March 21, 1960

Vol. 58 No. 12

TV LIVING UP TO BOOM FORECASTS

Network advertisers are buying now for the fall schedules

Trend in spot tv is to short-term, high-volume campaigns

National advertisers are spending more in tv — and faster — than ever before.

The boom this early in 1960 is indicated in a spot check of major tv agencies and station representatives. Reported are substantial increases which indicate March to be at a peak both in network fall selling and in spot sales.

The prediction earlier this year of more than $1.6 billion in net time and talent in television (BROADCASTING, Feb. 15) would appear to be assured.

But it is the brisk pace of advertisers in tv that has the medium's businessman guessing and hopping. The network sales pace—well ahead of last year—and a trend to short-term buying in spot and at a high billing volume should keep salesmen scurrying for months to come.

Fast Change • What was conventional yesterday is out-dated today. Only a short time ago, time salesmen vainly sought to convince agencies that tv schedules could accommodate 20-second commercials just as well as 60-second announcements and in prime time periods. Now suddenly the pick up is in 20s, and ID' (10 seconds) are following along. Some representatives go so far as to predict a 20-second availability comeback after lagging behind in popularity for nearly 2½ years.

A fast network sales pace, however, cannot but help spot business. Salesmen can peddle adjacencies, offer availabilities and ease time sales much earlier than usual. It also can allow for advertisers to come to quicker decisions on how much of a budget ought to go into tv and where.

The $1.6 billion estimate comes from the Television Bureau of Advertising. The figure is $1,685.5 million in net time and talent, or a 10.5% increase over 1959. Last year, McCann-Erickson reported $1,525.5 million in tv, or a boost of 12.6% over 1958.

The peak March comes on top of a formidable report from TvB that national advertisers last year placed $1.23 billion in tv at gross rates, or some 14% over 1958 (see story, page 28).

Gains Along the Line • In network, advertisers are expected to place $850 million for net time and talent, an increase of 8%. In spot, the forecast is for $513.5 million in advertiser monies, a gain over 1959 of 12%. Local tv business is expected to gain a fat 15% —from $280 million in 1959 to $322 million this year. Tv's share of all advertising in measured media: 14% compared to 13.8% in 1959 and 13.1% in 1958.

Each of the networks—studiously avoiding details at a time when competition is at a height both in selling and in program scheduling—reports it is operating in an excellent sales climate for next season. ABC-TV is looking for its biggest season yet, reporting more than $50 million now committed, its schedule nearly 90% set and orders coming in faster than they can be made firm. CBS-TV and NBC-TV are more cautious but program lineups are taking shape and advertisers jousting for the most favorable buys. Procter & Gamble and General Foods, to name but two, already have announced early network buys for the 1960-61 season. ABC-TV only last week wrapped up Gillette as an advertiser of a year-round sports package—Gillette upping its tv budget about 20%.

Substantial is the Word • Agencies—those which billed high in spot and in network last year—and station representatives report they are handling "substantially" more tv business than they did at this time in 1959.

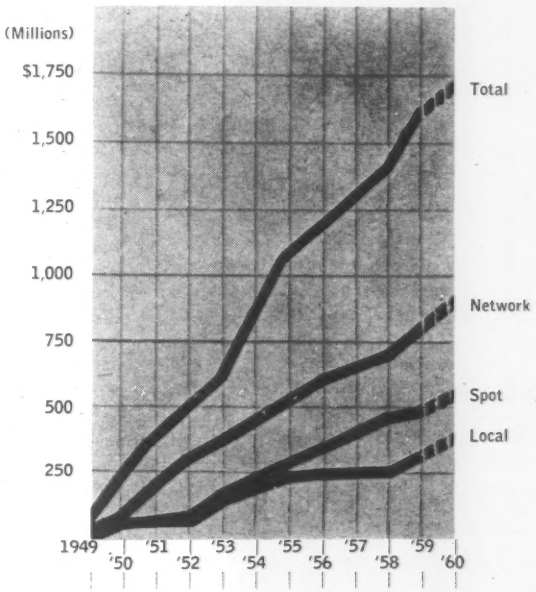
J. Walter Thompson, for example, sees "substantial increases" in spot tv already underway, its spot buying on all major accounts over the last year's level. BBDO finds a general increase, enough to make 1960 a "better year" than 1959 which was "a good year" as compared to 1958, "a bad year." Young & Rubicam says this year should find spot billing "very substantial" with spot testing of new products again leading the way.

Other agencies react similarly, Benton & Bowles in a "very good" spot billing position and predicting increases for the agency this year, Grey Adv. "do-

Time and talent spending in tv: 1949-1960

This chart shows where the various categories of tv spending (net time and talent) have been and where they appear to be headed. It's extracted from new TvB sales presentation slide and is based on TvB and McCann-Erickson data.

Total billing is expected to increase 10% this year. Network spending should jump at least 8% and spot sales are expected to gain about 12%. Local business expects a booming 15% increase.



ing well" and stating its billing "will be up," and Cunningham & Walsh noting gains, enough certainly to "cover rate increases."

Those station representatives willing to estimate percentage increases in spot volume this year were in the 6-10%, range, though one station representative billing considerable tv business acknowledged it now is 27% ahead of last year (mostly reflected in New York and Chicago with the West Coast a little slower).

Pick-up Speed • A few representatives found the going sluggish at the start of this year but spot volume since has picked up speed and march is coming in strong. Not one station representative however finds everything to its liking. The difficulties include some weak markets, a very unpredictable summer and a trying tendency toward short-term buying.

It's generally agreed that the 20-minute spot in periods adjacent to network shows, long overdue for a resurgence, may finally become much sought after by advertisers. The 60-minute spot announcement as usual is no. 1 on the agencies' list of spot periods most-favored.

The "bread and butter" tv advertisers (spot or network) are buying heavily. Foods and cigarette advertisers lead this category. Buying for new food brands, led one executive to predict that this will be responsible mainly for healthy spot billing.

A refrain among representatives: The key is the summer period. Some point out that network improvement of summer program fare can sustain viewer interest and hold audiences, thereby providing a stimulant to spot.

Some advertisers this year are showing a keen interest in spot where it was not evident before. Studebaker, for example, entered the medium; United Fruit is back and Universal Appliances new to the medium. Even "veteran" Colgate - Palmolive has placed spot tv schedules for its soaps, a product heretofore in network. Cigarette advertisers are becoming "increasingly active." A pull out by one finds more tobacco company takers ready to move in. Coffee advertisers are busy in spot: Maxwell House has been buying news shows; Yuban, another General Foods' coffee, is out of the test market stage and buying; Folgers is spending some $15-18,000 per week in flights in Chicago alone.

1959 WAS A RECORD TV YEAR TOO

Total billing: $1.23 billion; spot up 18%, networks up 10.7%

National advertisers piled their chips $1.23 billion high in television last year. This figure representing the combined estimated gross billing for network and spot (national and regional) is about 14% over the 1958 level.

The continued build up in national gross time purchases is reflected today (March 21) in Television Bureau of Advertising's reporting of fourth quarter spot tv billing.

The last quarter of 1959 found tv spot hitting $165,732,000 bringing the year's spot total to $605,603,000. To this is added a tv network total of over $627.3 million reported earlier (BROADCASTING, Feb. 22), or an overall national advertiser tv billing of more than $1.23 billion at gross rates.

In the national billing columns, the figures have been all to the good. Fourth quarter '59 in spot compared with $149.1 million for the period in the preceding year. For the 316 stations reporting in the fourth quarter for both years the increase was 13.3%. For the year, the gain was 18%.

As for the tv networks' gross time billing, last year's total represented an increase over 1958 of 10.7%.

P & G Basks in Spot • Procter & Gamble spent more in spot during the fourth quarter than it did in network that same period. P & G's spot spending came to over $12 million in spot time purchases at the one-time rate as compared to over $11.3 million in network.

Second ranking fourth quarter spot advertiser was Adell Chemical Co. with over $4.4 million in the medium. Third position was occupied by General Foods with nearly $3.6 million (over $5.4 million in network that period) and fourth place went to Bristol-Myers also with more than $3.5 million in spot (compared to its near $2.7 million in network). Other top national-regional spot advertisers in the order of their rank:

Colgate-Palmolive with $3.2 million ($5 million same period in network), American Home Products at $3.2 million ($7.9 million same period in network), Brown & Williamson Tobacco at $3 million ($2.6 million same period in network), Continental Baking Co. at $2.9 million, Lever Bros. at $2.7 million ($7.5 million same period in network) and International Latex Corp. at $2.6 million.

Auto spot • The automotive classification in spot showed an appreciable climb in the fourth quarter to $5.4 million in 1959 from $1.9 million in the 1958 quarter; similarly toys to $2.9 million from $2 million; tobacco to $9 million from about $5.8 million and watches-jewelry-cameras to $1.7 million from $861,000.

In a breakdown of billing into day and night periods for the fourth quarter, the daytime total came to over $62.2 million, an increase of 37.6% over the same period in 1958; in nighttime, an $81.9 million total represented a gain of 49.4%, and as for late night, the $21.4 million total was a 13% increase.

Announcements by far still take the greatest slice of the advertiser's dollar-interest: $127.9 million or 77.2% of the total spot gross in the fourth quarter. Advertiser ID purchases amounted to $17.6 million or 10.7% and programs took $20 million or 12.1% of fourth quarter billing.

The list of first-time advertisers among the top 100 spot spenders found these coming in at the fourth quarter: Contadina Foods, Kayser—Roth Hosiery Co., Lanvin Parfums, Louis Marx & Co., North American Philips Co., Quality Bakers of America Cooperative Inc.

Spot tv billing is compiled by TvB and N.C. Rorabaugh; network by Leading National Advertisers-Broadcast Advertiser Reports.

The top 100 clients

FOURTH QUARTER 1959

(Source: TvB-Rorabaugh)

RANK		Est. Expenditure
1.	Procter & Gamble Co.	$12,035,400
2.	Adell Chemical Co.	4,424,200
3.	General Foods Corp.	3,592,200
4.	Bristol-Myers Co.	3,536,600
5.	Colgate-Palmolive Co.	3,266,300
6.	American Home Products Corp.	3,207,800
7.	Brown & Williamson Tobacco Co.	3,007,200
8.	Continental Baking Co.	2,933,500
9.	Lever Brothers Co.	2,742,100
10.	International Latex Corp.	2,687,600
11.	Miles Labs., Inc.	2,267,900
12.	Warner-Lambert Co.	2,100,800
13.	Vick Chemical Co.	1,966,500
14.	Pillsbury Co.	1,794,300
15.	Standard Brands Inc.	1,517,900
16.	Kellogg Company	1,404,800
17.	Robert Hall Clothes Inc.	1,346,300
18.	Nestle Co.	1,337,700
19.	American Tobacco Co.	1,332,000
20.	Liggett & Myers Tobacco Co.	1,293,900
21.	Wesson Oil & Snow Drift	1,062,400
22.	Sterling Drug Inc.	1,061,500
23.	William Wrigley Jr. Co.	1,047,200
24.	Avon Products Inc.	1,039,500
25.	J. A. Folger & Co.	1,026,900
26.	Ford Motor Co./Dealers	999,700
27.	Coca-Cola Co./Bottlers	991,900
28.	Plough Inc.	916,300
29.	Max Factor & Co.	908,000
30.	Wander Co.	874,700

RANK	Est. Expenditure
31. Corn Products Co.	837,000
32. Quaker Oats Co.	823,300
33. P. Lorillard & Co.	826,100
34. Revlon Inc.	806,000
35. Schick, Inc.	802,100
36. Anheuser-Busch Inc.	767,200
37. E. & J. Gallo Winery	732,100
38. General Motors Corp.	724,000
39. Philip Morris Inc.	719,100
40. Pepsi Cola Co./Bottlers	714,000
41. Carter Products Inc.	711,100
42. R.J. Reynolds Tobacco Co.	695,100
43. National Biscuit Co.	690,900
44. General Toy Co.	688,500
45. Consolidated Cigar Corp.	687,000
46. Andrew Jergens Co.	683,600
47. General Motors Corp./Dealers	668,000
48. Lanolin Plus Inc.	667,500
49. North American Philips Co.	630,600
50. Helene Curtis Industries	621,400
51. Heublein Inc.	614,800
52. Norwich Pharmacal Co.	610,200
53. General Mills Inc.	610,100
54. Minute Maid Corp.	603,200
55. Texize Chemical Co.	586,500
56. Carling Brewing Co.	580,500
57. Pabst Brewing Co.	575,700
58. Shell Oil Co.	558,000
59. Drug Research Corp.	547,500
60. Ralston-Purina Co.	544,000
61. Maybelline Co.	543,100
62. Helena Rubinstein Inc.	531,700
63. Jos. E. Schlitz Brewing Co.	528,000
64. American Chicle Co.	522,500
65. Gillette Co.	513,700
66. U. S. Borax & Chemical Corp.	511,100
67. Chesebrough-Ponds Inc.	504,500
68. B. T. Babbitt Co.	499,800
69. Falstaff Brewing Corp.	496,100
70. Tea Council of U.S.A.	493,100
71. Fels & Co.	491,800
72. Parker Pen Co.	484,000
73. Esso Standard Oil Co.	481,000
74. Hertz Corp.	479,800
75. Alberto-Culver	470,500
76. Swift & Co.	456,700
77. Quality Bakers of America	449,500
78. Welch Grape Juice Co.	449,200
79. Kayser-Roth Hosiery Co.	440,100
80. Standard Oil Co. (Indiana)	437,200
81. Associated Products Inc.	435,700
82. Piel Bros.	432,700
83. Pharma-Craft Corp.	430,300
84. Interstate Bakeries Corp.	428,700
85. Exquisite Form Brassiere Inc.	418,400
86. Chrysler Corp.	418,100

New ABC-TV rate card has summer discount

ABC-TV has gone seasonal in its new rate card, No. 9, which takes effect Oct. 1. For the first time, bigger discounts are available for the summer, which will run 16 weeks. The 16-week summer rates will compare favorably with 13-week summer seasons at other networks, ABC-TV notes. Summer at ABC-TV will run from Sunday May 28 to Saturday Sept. 16 during 1961.

Discounts under the new card are comparable to those on No. 8, but they are figured on a simplified structure based on dollars spent rather than on hours. The minimum cleared gross now is $85,000 for each Class A hour, compared with $80,000 on No. 8.

The announcement by William P. Mullen, ABC vice president for tv network sales, said advertisers buying more than $5.2 million total volume in an established discount year could qualify for a 30% overall discount in lieu of other discounts (volume and time period), electing whichever is better.

Individual station rates were not included with preliminary copies of the new network rate card. This list is due about April 1 and probably will show a 5-6% average increase.

87. Louis Marx & Co.	417,000
88. Atlantis Sales Corp.	416,600
89. E. F. Drew Co.	401,000
90. Duncan Coffee Co.	398,200
91. United Vintners Inc.	396,100
92. Sun Oil Co.	388,000
93. National Dairy Products Corp.	387,000
94. Chunky Chocolate Corp.	385,500
95. Monarch Wine Co.	384,600
96. Contadina Foods	382,500
97. Lanvin Parfums Inc.	379,400
98. Food Manufacturers Inc.	377,600
99. Paxton & Gallagher Co.	372,500
100. Gold Seal Co.	368,500

The kinds of business

ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION FOR FOURTH QUARTER 1959

AGRICULTURE	$ 385,000
Feeds, Meals	214,000
Miscellaneous	171,000
ALE, BEER & WINE	11,729,000
Beer & Ale	9,716,000
Wine	2,013,000
AMUSEMENTS, ENTERTAINMENT	299,000
AUTOMOTIVE	5,435,000
Anti-Freeze	121,000
Batteries	230,000
Cars	3,938,000
Tires & Tubes	238,000
Trucks & Trailers	139,000
Misc. Accessories & Supplies	769,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	609,000
Fixtures, Plumbing, Supplies	121,000
Materials	196,000
Paints	87,000
Power Tools	141,000
Miscellaneous	64,000
CLOTHING, FURNISHINGS, ACCESSORIES	5,126,000
Clothing	4,110,000
Footwear	514,000
Hosiery	452,000
Miscellaneous	50,000
CONFECTIONS & SOFT DRINKS	6,696,000
Confections	3,792,000
Soft Drinks	2,904,000

Global Van Lines moves—into tv

Global Van Lines, Los Angeles, which for most of its three-year history has specialized in transporting military and industrial goods, is now going out aggressively for general moving business. Global's slogan, "The modern moving service for fussy people," will soon be dramatized in 60-, 20- and 10-second tv commercials created by Yilds & Cantz, Los Angeles, Global agency, and produced by Frederick K. Rocket Co., with Alan Berger as agency producer.

A typical 60-second sequence shows Rock Witherspoon, ornithologist (played by Richard Collier), about to move but very concerned about how it will affect his most prized possession, the rare South African "Wambus" bird. So he entrusts his moving to Global Van Lines because, as the announcer states, "Rock Witherspoon knows, and *you* should too, that Global is the modern moving service for 'fussy' people."

In come the movers, a pair of smartly uniformed young men, who go about their work expertly, even lifting a martini glass from a shelf and carrying it out on a satin pillow to illustrate the spoken "Global means extra care at no extra cost." They complete their task by lifting the sofa on which Mr. Witherspoon is reclining with his bird and a glass of champagne, from which he is seen sipping as the van's doors close, displaying the local agent's name and the Global insignia as the truck pulls away from the curb and starts down the street.

The Global commercials will be seen in major markets starting in late summer or early fall, sponsored by Global itself and/or its local agents.

CONSUMER SERVICES	4,601,000
Dry Cleaning & Laundries	10,000
Financial	898,000
Insurance	977,000
Medical & Dental	61,000
Moving, Hauling, Storage	111,000
Public Utilities	2,206,000
Religious, Political, Unions	238,000
Schools & Colleges	55,000
Miscellaneous Services	45,000
COSMETICS & TOILETRIES	14,282,000
Cosmetics	3,781,000
Deodorants	930,000
Depilatories	31,000
Hair Tonics & Shampoos	1,936,000
Hand & Face Creams, Lotions	1,063,000
Home Permanents & Coloring	890,000
Perfumes, Toilet Waters, etc.	1,188,000
Razors, Blades	1,609,000
Shaving Creams, Lotions, etc.	291,000
Toilet Soaps	1,717,000
Miscellaneous	846,000
DENTAL PRODUCTS	3,337,000
Dentifrices	2,411,000
Mouthwashes	779,000
Miscellaneous	147,000
DRUG PRODUCTS	16,923,000
Cold Remedies	7,206,000
Headache Remedies	3,462,000
Indigestion Remedies	2,828,000
Laxatives	731,000
Vitamins	937,000
Weight Aids	285,000
Miscellaneous Drug Products	1,249,000
Drug Stores	225,000
FOOD & GROCERY PRODUCTS	47,744,000
Baked Goods	7,683,000
Cereals	3,781,000
Coffee, Tea & Food Drinks	10,662,000
Condiments, Sauces, Appetizers	2,396,000
Dairy Products	1,683,000
Desserts	445,000
Dry Foods (Flour, Mixes, Rice, etc.)	7,558,000
Fruits & Vegetables, Juices	2,116,000
Macaroni, Noodles, Chili, etc.	614,000
Margarine, Shortenings	2,753,000
Meat, Poultry & Fish	1,856,000
Soups	447,000
Miscellaneous Foods	2,820,000
Miscellaneous Frozen Foods	718,000
Food Stores	2,212,000
GARDEN SUPPLIES & EQUIPMENT	67,000
GASOLINE & LUBRICANTS	5,632,000
Gasoline & Oil	5,304,000
Oil Additives	295,000
Miscellaneous	33,000
HOTELS, RESORTS, RESTAURANTS	188,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES*	9,204,000
Cleaners, Cleansers*	7,558,000
Floor & Furniture Polishes, Waxes	493,000
Glass Cleaners	344,000
Home Dry Cleaners	35,000
Shoe Polish	688,000
Miscellaneous Cleaners	86,000
HOUSEHOLD EQUIPMENT—APPLIANCES	1,835,000
HOUSEHOLD FURNISHINGS	759,000
Beds, Mattresses, Springs	348,000
Furniture & Other Furnishings	411,000
HOUSEHOLD LAUNDRY PRODUCTS	9,114,000
Bleaches, Starches	1,902,000
Packaged Soaps, Detergents*	6,830,000
Miscellaneous	382,000
HOUSEHOLD PAPER PRODUCTS	1,049,000
Cleansing Tissues	247,000
Food Wraps	326,000
Napkins	22,000
Toilet Tissue	277,000
Miscellaneous	177,000
HOUSEHOLD, GENERAL	1,180,000
Brooms, Brushes, Mops, etc.	196,000
China, Glassware, Crockery, Containers	212,000
Disinfectants, Deodorizers	335,000
Fuels, (Heating, etc.)	119,000
Insecticides, Rodenticides	105,000
Kitchen Utensils	17,000
Miscellaneous	196,000
NOTIONS	47,000
PET PRODUCTS	1,630,000
PUBLICATIONS	79,000
SPORTING GOODS, BICYCLES, TOYS	2,929,000
Bicycles & Supplies	26,000
Toys & Games	2,794,000
Miscellaneous	109,000
STATIONERY, OFFICE EQUIPMENT	56,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	269,000
Radio & Television Sets	71,000
Records	92,000
Miscellaneous	106,000
TOBACCO PRODUCTS & SUPPLIES	9,023,000
Cigarettes	7,945,000
Cigars, Pipe Tobacco	923,000
Miscellaneous	155,000
TRANSPORTATION & TRAVEL	1,065,000
Air	844,000
Bus	37,000
Rail	166,000
Miscellaneous	18,000
WATCHES, JEWELRY, CAMERAS	1,768,000
Cameras, Accessories, Supplies	558,000
Clocks & Watches	14,000
Jewelry	94,000
Pens & Pencils	970,000
Miscellaneous	132,000
MISCELLANEOUS	2,672,000
Trading Stamps	462,000
Miscellaneous Products	1,076,000
Miscellaneous Stores	1,134,000
TOTAL	$165,732,000

*Starting with the 4th Quarter 1958 liquid cleaners (i.e. Lestoil) now included in sub-class, "cleaners, cleansers."

Artful Dodgers • "Go get a Dodge!" the gentlemen above urged Baltimore radio and tv audiences. And they did. In fact they got so many Dodges that that brand reached third place among cars in the local market in February, according to Mark Chenowith, advertising committee co-chairman of the Baltimore Dodge Retail Selling Assn.

The group account was handled by Brahms-Gerber Adv., that city. The theme was repeated on tv, radio and through newspapers. The association's advertising budget for the year ending March 1 was between $75,000 and $80,000. Of that amount some $24,000 was in tv and approximately $36,000 was in radio, according to the agency. Ten-second humorous spots were employed on tv in addition to sponsorship of a 10-minute 10 p.m. news show Monday through Friday over WJZ-TV Baltimore. In radio 10-second and minute spots were used.

Mr. Chenowith reports that Dodge was ranked seventh in the Baltimore market at the end of 1959, ahead of the national average, and he credits the campaign for the car's climb to third place.

RADIO BILLING

Old story: Reynolds still top advertiser

While R.J. Reynolds Tobacco clung to its consistently top position in network radio advertising for the four-week period ending Feb. 7, replacements took over the second and third spots, in terms of home broadcasts delivered, according to the National Nielsen Radio Index released last week.

Pharmaco Inc. and Time Inc. moved ahead of Vick Chemical and Whitehall, respectively, in the top three. However, in total network radio minutes Whitehall-American Home Products retained its No. 1 status, with Reynolds dropping from second to fourth position.

The complete list:

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1.	R.J. Reynolds	312	128,720
2.	Pharmaco	372	125,652
3.	Time Inc.	197	117,791
4.	Renault	169	103,450
5.	Whitehall-Am. Home Prods.	140	98,059
6.	Grove Div.-Bristol-Myers	109	79,267
7.	Ex-Lax	149	75,264
8.	Pepsi-Cola	181	70,810
9.	Kellogg	88	65,028
10.	F&F Labs	140	44,400
11.	Hudson Vitamins	120	40,892
12.	Campbell Soup	44	35,456
13.	Automotive-Amer. Motors	89	35,310
14.	Sterling Drug	88	33,925
15.	Chevrolet-Gen. Motors	46	33,778
16.	A.E. Staley	40	33,776
17.	Sunsweet Growers	51	33,081
18.	Electric Autolite	79	31,207
19.	Wm. Wrigley Jr.	44	26,107
20.	Mentholatum	32	25,220

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1.	Whitehall-Am. Home Prods.	142	92,496
2.	Pharmaco	303	91,804
3.	Time Inc.	141	78,565
4.	R.J. Reynolds	197	73,359
5.	Renault	126	70,514
6.	Grove Div.-Bristol-Myers	94	63,222
7.	Kellogg	73	50,361
8.	Wm. Wrigley Jr.	84	49,159
9.	Ex-Lax	95	47,223
10.	Oldsmobile-Gen. Motors	53	42,364
11.	Chevrolet-Gen. Motors	58	39,380
12.	Sterling Drug	106	38,555
13.	Hudson Vitamins	97	32,333
14.	A.E. Staley	40	31,353
15.	Monroe Auto Equipment	53	24,409
16.	Mentholatum	32	24,229
17.	Automotive-Amer. Motors	67	24,146
18.	Pepsi-Cola	57	23,938
19.	Sunsweet Growers	39	23,053
20.	F&F Labs	80	21,812

Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.

Copyright 1960 by A.C. Nielsen Company

the prestige independent with network audiences!

A. C. Nielsen recently studied his entire New York sample, both Audimeter and Recordimeter — Audilog homes, and found **"no significant difference"** between the kind of people who watch WPIX-11—New York's leading **Independent** station —and New York's leading **Network** station.

The Nielsen "WPIX AUDIENCE PROFILE" study provides a **direct comparison** of audiences for the prime qualitative categories of:

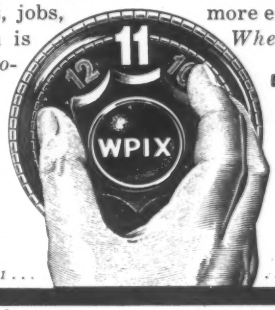
FAMILY INCOME
HOME OWNERSHIP
AUTOMOBILE OWNERSHIP
SIZE OF FAMILY
AGE OF HOUSEWIFE
OCCUPATION, HEAD OF HOUSEHOLD

from 7:00-11:00 PM, seven nights a week.
Qualitatively they are equal.

As Nielsen states: "NONE OF THE COMPARISONS YIELDED A SIGNIFICANT DIFFERENCE!"

The "content" of a rating point on WPIX-11 and the top network- station in New York is *the same!* Nielsen *proved* that incomes, home ownership, ages, jobs, etc. follow identical patterns.* The reason is logical and understandable. WPIX-11 *is programmed* like a Network station with network-proven and network-quality shows every half-hour, every night. This WPIX-11 *"network look"* brings increased sales impact to your commercial messages — makes them more receptive, more effective, more productive.

Where are your 60-second commercials tonight!



WPIX *new york*

Special Nielsen Qualitative Study for WPIX-11 . . . . . Details upon request.

© 1960, WPIX

ABC-TV IS FIXED FOR BLADES

Gillette buys $8.5 million sports package including fights, baseball, NCAA football

The Gillette Safety Razor Co. will spend more than $12 million in tv sports over a year's period beginning with the fall season.

This is 20% more than Gillette formerly invested for its tv sports participation.

The safety razor company's huge investment was disclosed last week in New York as details were announced by Gillette and ABC-TV of $8.5 million worth of participation by the advertiser in a new year-round sports package on ABC-TV.

Included in this package: NCAA football, major league baseball and a move to ABC-TV of professional boxing from NBC-TV on Friday nights to Saturday nights. The package includes 13 telecasts of NCAA football beginning Sept. 17 (ABC-TV reportedly paid $6.2 million for rights to 26 telecasts, that is a two-year pact, topping NBC-TV's bid by about $1 million); major league baseball of the week series every Saturday starting April 16 and fights from Madison Square Garden, starting at 10 p.m. Saturdays.

Included in the baseball pact are 13 San Francisco Giants games and contests from Kansas City and Washington. The starting time is 4 p.m., which ABC-TV's Thomas W. Moore, vice president in charge of programming, thought would mean the *Game of the Week* would not begin on ABC-TV until the game in a similar series aired on CBS-TV was completed.

The boxing matches will be switched to a Saturday night because ABC-TV has prior commitments for its Friday night schedule, the network said. Miles Labs, through Wade Adv., will co-sponsor the fights, while Brown & Williamson, through Ted Bates, is expected to take one-half with Gillette of a post-fight show that will run five minutes or longer (a 22-minute show is possible).

A. Craig Smith, Gillette's vice president in charge of advertising, said NBC-TV dropped the fights because the network "felt boxing fell into disrepute and didn't want to carry it any more." Mr. Moore said that ABC-TV didn't "share the opinion" of NBC-TV and thought that properly supervised though not in an "administrative role," boxing bouts were good, wholesome entertainment. He noted that audiences were ready to accept a good match and that they have proven power to beat Westerns.

The Gillette-ABC-TV contract does not affect sponsorship of the World Series and All-Star Games on NBC radio and tv though radio coverage of boxing will be dropped. In the Madison Square Garden agreement, rights include payment of about $24,500 per telecast.

Gillette, whose agency is Maxon, is testing a male deodorant (called Right Guard) on the West Coast and is considering introduction of new men's toiletries products, some of which may be advertised on the sports schedule in addition to blades and razors.

The Caseys at the bat • Baseball caps are worn (l to r) by Thomas W. Moore and Oliver Treyz, respective programming vice president and president of ABC-TV, at news conference disclosing Gillette's $8.5 million sports participation contract. A. Craig Smith and Vincent C. Ziegler, respective advertising vice president and president of The Gillette Co. are hatless.

Advertisers accept too many media claims

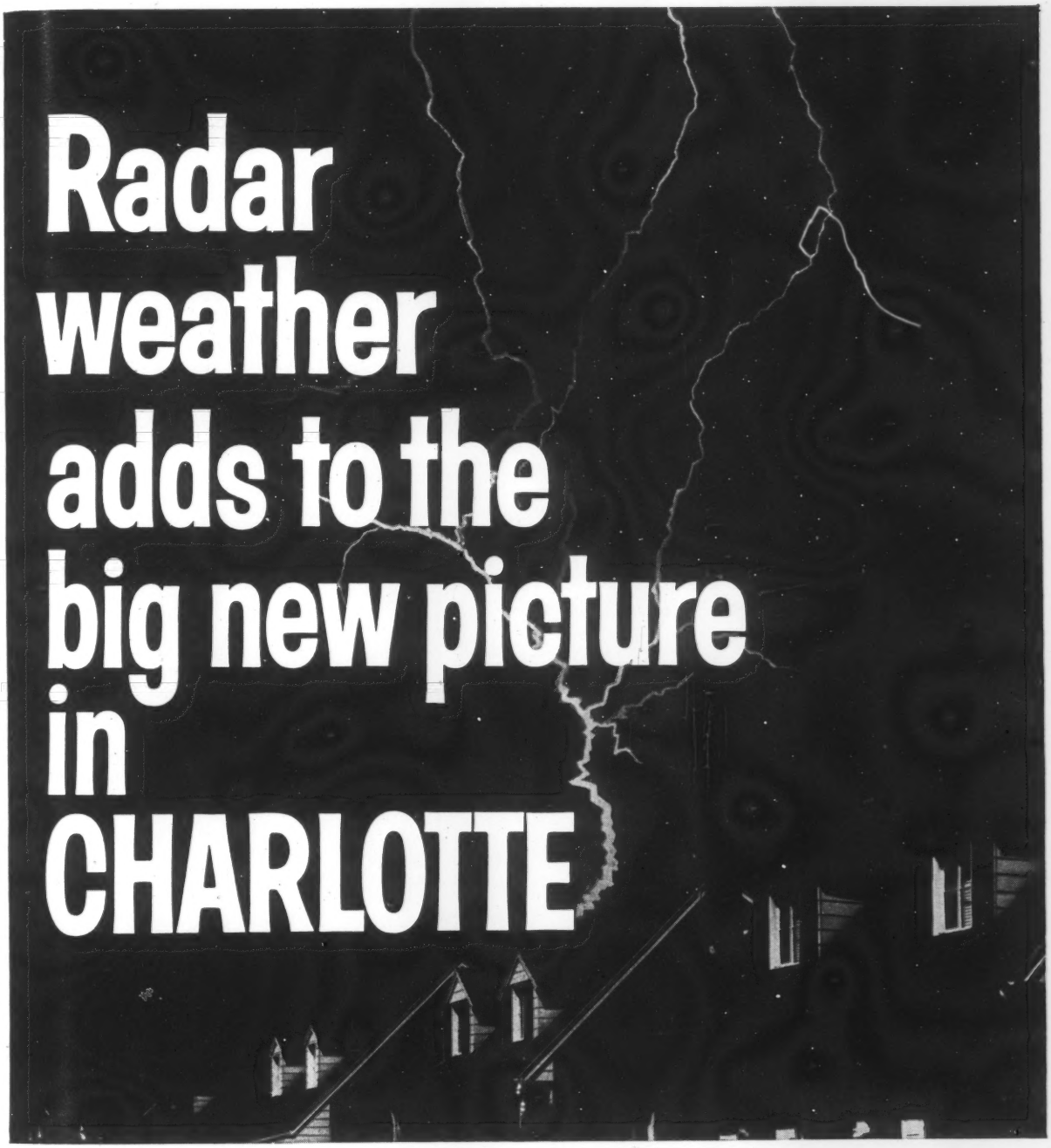
Advertisers are letting down their guard and "accepting more media claims at face value than they should," William H. Ewen, advertising director of Borden Foods Co., asserted.

Advertisers all must share the blame for the confusion over existing standards and measurements and are being "lured down erratic trails that lead to the heart of today's tangled jungle of media comparisons," he told a luncheon of the New Orleans Advertising Club and Audit Bureau of Circulations.

Mr. Ewen felt "it is the influence of the advertiser, his demands, and his approach to problems which really establish the ground rules and set the paths which agencies and media are obliged to follow."

Fads, whims and sometimes the influence of company management often pre-empt the advice of the experienced media buyer and "guides we have learned to trust," he suggested. "Consciously or unconsciously, advertisers are leading media down trails toward less adequate measurements and increasing confusion."

They are "taking flyers in some media on the basis of face value claims, golf course conversations and elaborate presentations" instead of on "evidence of proved performance and, seemingly, without regard for tested measurements," Mr. Ewen charged. The net result, he added, is the recognition and encouragement "of the very practices and types of media relations which advertisers once fought to remedy."



Everyone's a weather-watcher! And now more watchers than ever are switching to WSOC-TV for the only radar weather service in the Carolinas. Here's more strength for the dynamic program structure that is changing audience patterns of Charlotte television. For America's 25th largest tv market—your best buy is WSOC-TV. One of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

ON THE SPOT!

WITH THE BEST SPOT BUY
from
MAINE to NEW ORLEANS

- **WLOB**
  and the Lobster Network
  Portland and the state of
  MAINE
- **WARE**
  Ware, Worcester
  Springfield,
  MASSACHUSETTS
- **WHIL**
  Boston,
  MASSACHUSETTS
- **WWOK**
  Charlotte,
  NORTH CAROLINA
- **WJBW**
  New Orleans,
  LOUISIANA

Reaching a total population of
OVER 5,730,000
with a buying income of
$6,100,000,000

GET YOUR SHARE!
See your
National Representative

RICHARD O'CONNELL CO.
WLOB, WHIL, WWOK, WJBW

BREEN & WARD CO.
WARE

TARLOW
ASSOCIATES
SHERWOOD J. TARLOW, president

C-M HAS SOME TIPS FOR RADIO

Agency's Morgan offers evaluation to SCBA

The trend toward commercial blocks in radio—12 minutes of music followed by a block of commercials frequently containing three commercials or two commercials and two promotions — doesn't seem right to Campbell-Mithun, Paul Morgan, vice president of the agency and head of its Hollywood office, told last Thursday's (March 17) meeting of Southern California Broadcasters Assn.

MR. MORGAN

"All of our experience, research and horse sense says it isn't right," Mr. Morgan stated. "This knowledge says the last commercial is the one remembered. And great creative (material) doesn't help if three wonderful commercials such as L&M's march, Falstaff's zippy jingle and CMA Airlines' beautifully haunting melody are back-to-back.

"But," he quickly added, "We're open to correction. If you can show us researched reasons why music blocks followed by commercial blocks are best, we'll buy."

Reminding the station executives that of the top 25 agencies in size only one puts a greater percentage of its total billings into radio, Mr. Morgan declared that Campbell-Mithun "loves" radio because of the medium's "constant immediacy," constant because "radio constantly surrounds the consumer" and immediate because of radio's news aspect which "can give a product a newsy importance, a newsy excitement.

"Don't undersell radio," Mr. Morgan warned. "Try to help the advertiser budget enough dollars to do the job." Stating that his agency has learned with product after product that saturation radio for such is perhaps the number one mistake advertisers make in Los Angeles." Angelinos, he said, love to try new products, but this means that they're great brand-switchers, so constant advertising is needed to keep them using a familiar product as well as to persuade them to try a new one.

Research data needed • Complimenting radio on the fine job it has done in providing agencies with quantitive, nose-counting research, Mr. Morgan called on the broadcasters to provide some solid qualitative research as well.

Mr. Morgan also called on the broadcasters for competitive analyses to let agencies know what the competition to their clients' products is doing. "We don't need to know dollars," he said, "but we must be knowledgeable on schedules. This is one of the truly important keys to preparing a depth marketing plan for a product." A radio association such as SCBA, he suggested, could provide a continuing quarterly auditing system like Tv's Rorabaugh service.

"You could perform a genuinely needed service and, believe me, you would help yourself to increased sales," he stated. "One of the reasons Hamm's beer smashed into Los Angeles with such heavy media schedules in 1954 was due to its careful analysis of competition's media weight, especially Rheingold. When we clocked Rheingold at 450 radio spots weekly, you may be sure Hamm's didn't come in with 100 weekly spots."

CHRYSLER SHIFTS $31 million billing in 4-way agency move

More than $31 million in billing will be passed around by four agencies next October as a result of Chrysler's impending changes.

The size and extent of the Chrysler move announced last week made it comparable to the surprise $20-25 million Buick (General Motors) switch of late 1957. Buick's move from Kudner to McCann-Erickson overlapped into 1958 as Chrysler (Chrysler and Imperial cars) was bumped from McCann-Erickson to Young & Rubicam.

Starting with the new (1961 model) auto year in September or October this will be the alignment: BBDO will have the $17 million Dodge account. Dodge leaves Grant which had placed nearly half of the budget in tv (*Lawrence Welk Show* on ABC-TV was the mainstay for the past few seasons).

N.W. Ayer will have the $8-10 million De Soto and Valiant account from BBDO. Ayer last year had absorbed the Plymouth tv billing (now in *The Steve Allen Show* on NBC-TV) from Grant and now bills nearly $25 million overall for Plymouth.

BBDO also will have some $4 million billed by Dodge trucks from Ross Roy Inc. which handled the account since 1940.

BBDO Gains • These changes would indicate a potential gain in billing of at least $11 million for BBDO. But this total is merely a guide because by late 1960 Chrysler divisional budgets will be changed for the new model year and there is the probability that a number—perhaps all—local Dodge dealer accounts (also in the Grant shop) will

Miami Radio Station

W C K R

WCKR

announces the appointment of the

DAREN F. McGAVREN CO., INC.

as national representatives

effective March 15, 1960

RESU

The handsome sales results achieved by WNBQ produced a solid 33.3% increase in total billings for the station in 1959 — an all-time WNBQ high. Dollars-and-cents proof that WNBQ's wide-ranging programming reaches Chicago's total audience and that more and more advertisers are sold on WNBQ every day.
WNBQ • NBC Owned • Channel 5 in Chicago • Sold by NBC Spot Sales
ULTS

LONG ISLAND IS A MAJOR MARKET!

WHLI

THE VOICE OF LONG ISLAND

THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)

MORE CARS
ARE SOLD ON
LONG ISLAND
THAN IN SEATTLE,
SAN ANTONIO AND
SALT LAKE CITY...
PUT TOGETHER!

AUTO STORE SALES
$408,969,000
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau)
... Delivers MORE Audience than any other
Network or Independent Station!
(Pulse)

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of Long Island

Represented by Gill-Perna

follow the leader and land at BBDO. (Chrysler officials have already indicated that many dealer associations will be handled by BBDO). BBDO is the third ranking agency in domestic (U.S.) billing, handling nearly $215 million in advertising. Last year it placed fifth in the country as radio-tv agency. BBDO reportedly may be in line for still another $5 million billing from Dodge if that division goes through with expected plans to debut another compact car to be called the Lancer.

N.W. Ayer, which inherits DeSoto-Valiant, ranks about eighth in total domestic billing and in radio-tv advertising.

There were various reasons cited for the shift ranging from Dodge's reported souring on *Welk* to management changes at Chrysler-Dodge. Regardless of the reasons, the effect will be to deliver a major blow to Grant (the Dodge billing alone was responsible for perhaps half of Grant's total). A BBDO executive said late Thursday he doubted if the agency at this early stage could comment on the *Welk* future because BBDO's official takeover is still months away. It is possible that BBDO may be consulted before that time, however.

Grant, meanwhile, placed a new high frequency schedule last week that includes spot radio on 400 stations for the Dart automobile (Dodge division). The campaign coincides with newspaper and magazine advertising and a direct mailing to "more than 2,250,000 Ford and Chevrolet owners."

Metropolitan drops spot for network radio

One of spot radio's most distinguished customers, Metropolitan Life Insurance Co., is switching its basic allegiance to network radio.

Metropolitan has bought a one-fourth sponsorship of NBC Radio's *News on the Hour,* including newscasts in the weekend *Monitor* service, effective May 2 for 52 weeks. The purchase was said to represent $1 million in billings, after discounts.

The decision to abandon spot as its major vehicle was expected to generate no enthusiasm among the 41 stations which Meropolitan has been using in 31 markets. Even before the switch became officially known there were charges that NBC Radio had offered "a deal" which would seriously undercut spot radio. The charges were denied by NBC authorities.

The $1 million represented in the NBC Radio investment compared with $1,070,000 reported as Metropolitan's expenditure in spot radio in 1959 in Radio Advertising Bureau's report on spot's top 100 a few weeks ago (BROADCASTING, March 7).

Although switching its major emphasis, Metropolitan is not expected to abandon spot radio altogether.

Metropolitan has been sponsoring locally originated newscasts varying in length from five to 15 minutes. The company has been in spot radio since 1947. Young & Rubicam, New York, is the agency.

• Business briefly

Time sales

Dramas return • Bristol-Myers Co. (Young & Rubicam Inc.) and R.J. Reynolds Tobacco Co. (William Esty Co.) signed as alternate-week sponsors of *Producers' Choice,* starting March 31 on NBC-TV (Thurs. 8:30-9 p.m. EST). The series, which consists of dramas seen previously on *Schlitz Playhouse* and *GE Playhouse,* will replace present tenant of the time period—*Johnny Staccato.* First rerun scheduled is "The Last Lesson," starring Charles Laughton and Patricia Medina.

Radio preference • Ameril Drug Co., N.Y., which up to this year put 60 to 70% of its ad budget in tv, is currently launching 13-week spot radio campaigns at a total cost of $200,000. Some 68 stations are being used to cover 23 markets in behalf of Alkaid and Cloramint. A new musical jingle was produced for the 30 spots per week per station. Some tv in a few areas will be continued, an agency spokesman said. Agency: Kenneth Rader Co., N.Y.

Comet tale • Ford's Lincoln-Mercury

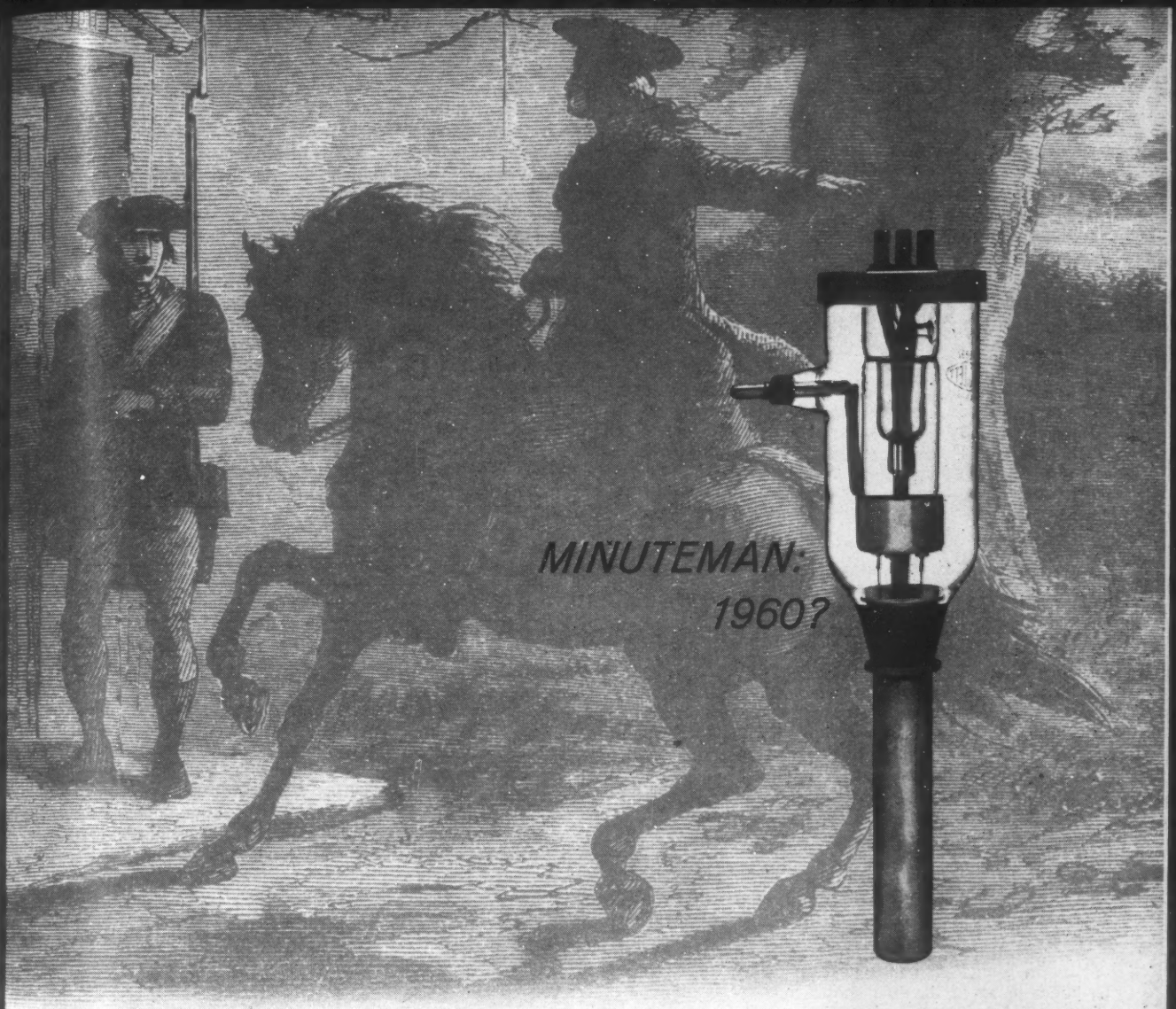
ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week March 10-16 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., March 10	Untouchables (9:30 p.m.)	ABC-TV	34.2
Fri., March 11	Walt Disney (9 p.m.)	ABC-TV	25.8
Sat., March 12	Gunsmoke (10 p.m.)	CBS-TV	28.9
Sun., March 13	Dennis the Menace (8 p.m.)	CBS-TV	23.1
Mon., March 14	Father Knows Best (8:30 p.m.)	CBS-TV	25.4
Tue., March 15	Arthur Murray (9:30 p.m.)	NBC-TV	29.9
Wed., March 16	Perry Como (9 p.m.)	NBC-TV	31.8

Copyright 1960 American Research Bureau



One, if by land, and two, if by sea . . . an ingenious device, but it took Paul Revere more than two hours to alert the minutemen of 1775. Today, in less time than he could mount his spirited steed, our forces of mass communication can span the nation and circle the globe. It's one reason why America is great and strong—and free. Take radio, for instance. No other force of communication can match its speed. But speed isn't everything. To stay free, we must be not only *constantly alert*, but *well-informed*. KRLA maintains a fully-staffed, fully-equipped News and Public Affairs Department. Its job is to provide complete news coverage every quarter hour, twenty-four hours a day . . . spot news coverage where and when it happens . . . and to produce seven news documentaries each week. This is a big chapter in the story behind the swift rise of KRLA to a position of unquestioned leadership.

DIAL 1110 | 50,000 WATTS

KRLA

RADIO LOS ANGELES

Newest among the leaders serving America's greatest radio market

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco

Div. is using broad-based radio spot in a four-week introductory campaign for the new Comet economy car. The tv portion of an all-media promotion was allocated to *Leonard Bernstein & The New York Philharmonic* on CBS-TV March 13 (4:30-5:30 p.m. EST), the March 15 and 29 edition of *Ford Startime* on NBC-TV (Tue. 9-10 p.m.) and the March 16 *Wagon Train* on NBC-TV (Wed. 7:30-8 p.m.). Agency: Kenyon & Eckhardt, N.Y.

Captured • Alberto-Culver Co. (hair care products), Chicago, will sponsor ABC-TV's newly acquired *Johnny Staccato* series, starting March 27 (Sun. 10:30-11 p.m. EST). The weekly series, which replaces *21 Beacon St.*, has been on NBC-TV sponsored by R.J. Reynolds and Bristol-Myers. Agency for Alberto-Culver: Wade Adv., Chicago.

West to East • General Foods Corp., White Plains, N.Y., which has been marketing its premium instant Yuban coffee in California, central Ohio and in four northern New York state areas, moves further into the Northeast. Advertising—including spot tv for which buying is underway—starts within two weeks when distribution is expected to be completed. Areas to be covered: all of New England, New York (metropolitan area and other parts of the state) and northern New Jersey. Benton & Bowles, N.Y., is agency.

Daytime investors • NBC-TV reports purchases totaling $1.5 million in the following new daytime sponsorships: Coty Inc. (BBDO), alternate-week quarter-hour in *Play Your Hunch* and *Young Dr. Malone*, to run for a year starting in July; Rexall (BBDO), quarter-hours in seven daytime shows this week (March 21-25); Brown & Williamson (Keyes, Madden & Jones), quarter-hours in four shows; Proctor Electric (Weiss & Geller), alternate quarter-hours in six shows, and Sweets Co. of America (Henry Eisen), alternate half-hours of Saturday morning series, *Fury*.

• Also in advertising

18th annual contest • The Chicago Federated Advertising Club has announced rules for its 18th annual advertising awards competition covering radio, tv and other media. Awards are made for the best advertising produced between April 1, 1959, and March 31, 1960, with a deadline of April 22 for entries in all categories. The broadcast classification is limited to live and filmed or transcribed commercials involving product service or "corporate image."

New office • Grubb Adv., Champaign, Ill., has opened a St. Louis office, headed by John A. LoBuono. It is located in the Shell Bldg., 1221 Locust St. Grubb Adv., formerly Grubb & Petersen Adv., claims a diversified list of national and regional accounts, including foods, package goods, farm, industrial and service organizations, located primarily in the area between Indianapolis, Chicago and St. Louis.

Profit sharers • Employes of Kudner Agency, N.Y., last week received "short year" profit-sharing and bonus payments due to a change in the agency's fiscal year-end from Sept. 30 to Dec. 31. Payments to the profit-sharing fund for eligible employes amounted to slightly over 14% of salary for the three-month period; the cash bonus amounted to approximately 5% of salary for the same period.

TYREX' TV TEST
Viewers know, favor brand, TvB study finds

That tv commercial *is* effective in getting people to know your brand. It's also a force in building a knowledge about and an attitude toward the product advertised.

This is what Television Bureau of Advertising believes. To back up its contentions, TvB has been running a continuing series of studies. Latest is that of Tyrex, New York.

Tyrex is an association made up of five companies which manufacture Tyrex cord for car and truck tires. It entered tv for the first time last fall. In October, after Tyrex had been running a spot campaign for four weeks, Pulse Inc. conducted a survey for TvB with interviews taken in Boston, Philadelphia and the Seattle-Tacoma area.

On attitude toward the product, among non-viewers (those who had never seen the commercial), 6% were favorable to Tyrex, 81% had no opinion and 13% were unfavorable. Of the viewers, 43% were favorable to Tyrex, 53% had no opinion and 4% were unfavorable.

On awareness of the product, 20% of non-viewers had heard or seen the word Tyrex, while 65% of viewers had.

Inter-Media Impact • Of those who had "seen or heard" of Tyrex recently, television was the source for 50%, magazines 21%, newspapers 19% and radio 4%. TvB noted that tv got only a sixth of the Tyrex budget for 1959 and magazines got half.

Those who had seen the commercial three or more times were designated "heavy viewers" and they accounted for most of their group. Of the viewing 65% who had seen or heard the word Tyrex, 92% were heavy viewers. In an aided awareness question given those who had not heard of Tyrex, 82% were viewers who said they had seen or heard the word in connection with automobile tires and all of them had seen the commercial three or more times. A viewing 86% who knew something specific about the product included 85% of heavy viewers. Those recently exposed through the various media included 76% of viewers, 79% of whom had seen three or more commercials. On attitude toward product, 49% were heavy viewers among the viewing 43% favorably disposed. The viewing 53% who were neutral included 51% of heavy viewers.

Tape tool • After Television Bureau of Advertising settles in midsummer in new quarters at 1 Rockefeller Center, New York, at its disposal will be the latest sales tool—an RCA Television Tape Recorder. In the picture (left) John Blair representing the TvB board of directors, observes as arrangements are completed for the purchase. At left is Charles H. Colledge, general manager, RCA Broadcast and Television Equipment Div.; at right, Norman E. Cash, TvB president. Equipped for color and black and white, the recorder will be installed in a special room adjacent to the reception area, with monitors located in two conference rooms having a combined capacity of 30 persons. Pointing out the role planned for the recorder, Mr. Cash said "it will give us an additional weapon in selling our medium to advertisers," as well as "enabling local stations to sell their local markets on the national front via specially prepared tapes of their area."

a new *Sales Sound* has been added to SESAC RECORDINGS

"DRUMMERS"*

production aids, themes and sales starters

HAPPY USERS TESTIFY TO THE RESULTS

"The material and performance definitely meets the quality reputation of SESAC."
KEN GAUGHRAN, WREB, HOLYOKE-SPRINGFIELD, MASS.

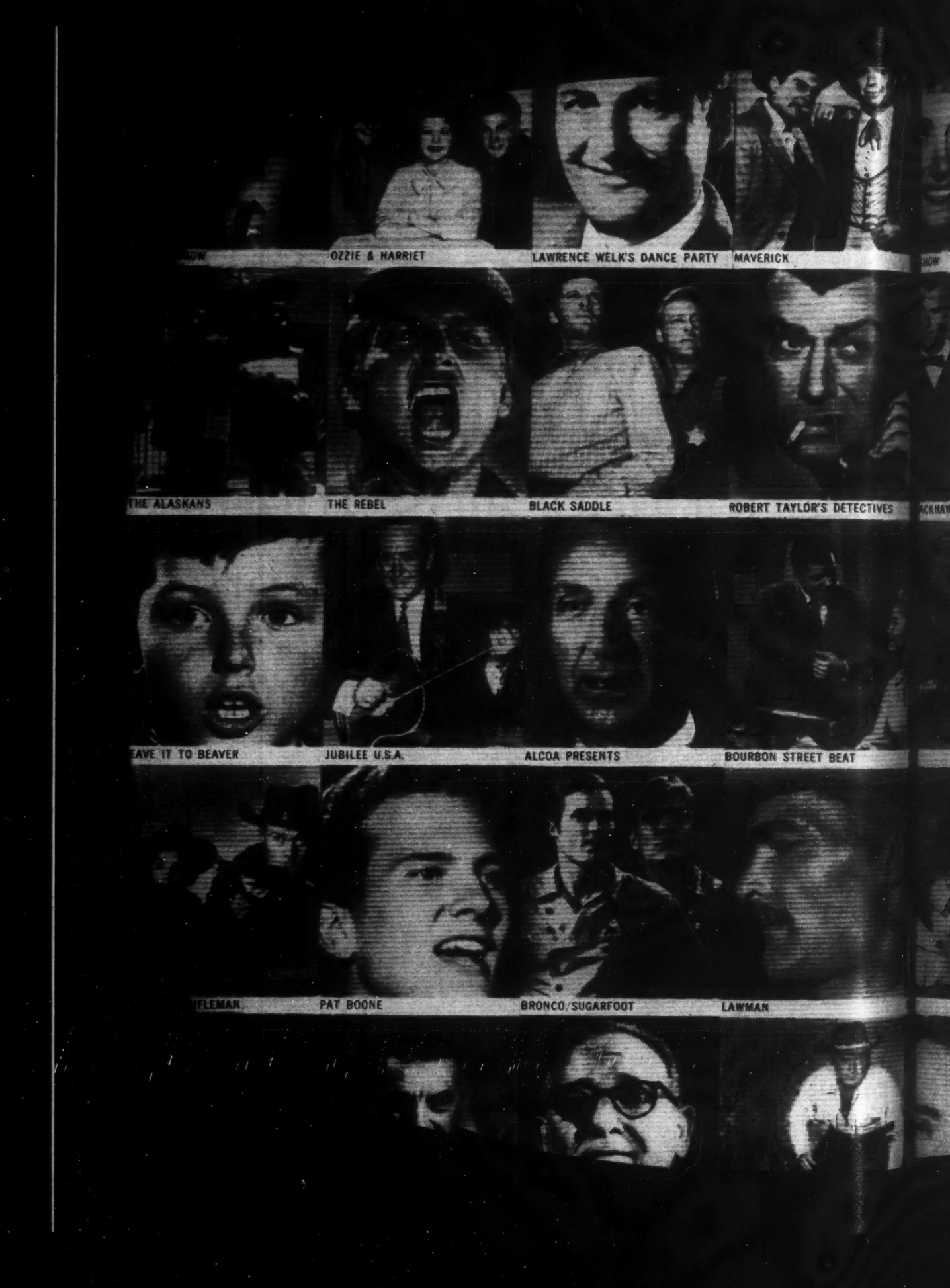
". . . these are the finest things, we feel, that SESAC could have produced to help their stations. The big band sound, the fine vocal group, and the excellent arrangements give our station a brand new sound, and our only hope is that this is not the last effort."
NEAL B. BUNN, WORM, SAVANNAH, TENN.

"We have used similar material from several different firms, but without doubt this is the best overall production, and by far the best quality we have ever programmed."
JAMES F. RAMSEY, WJAY, MARION, S. C.

*Trademark

FOR INFORMATION WRITE, WIRE, PHONE:

SESAC INC. THE COLISEUM TOWER · 10 COLUMBUS CIRCLE · N.Y. 19, N.Y.


OZZIE & HARRIET
LAWRENCE WELK'S DANCE PARTY
MAVERICK
THE ALASKANS
THE REBEL
BLACK SADDLE
ROBERT TAYLOR'S DETECTIVES
JUBILEE U.S.A.
ALCOA PRESENTS
BOURBON STREET BEAT
PAT BOONE
BRONCO/SUGARFOOT
LAWMAN

$2.88

This is the cost of doing business with a thousand homes on ABC-TV.

It's the *lowest* cost per thousand going, this happy mathematical relationship between ABC's current rate and ABC's nightly position of first or second in share of audience. Since, however, cost alone is no true index of advertising effectiveness, the thoughtful buyer will ask what *kind* of homes his $2.88 buys. Well, it buys 1,000 largely *younger* homes. Homes, that is, with growing, consuming families.

This, of course, is not happenstance—but rather the deliberate, direct result of natural selection, springing from ABC's devotion to precisely the kind of programming most enthusiastically received in these younger homes.

For (impressive) example, we cite The Untouchables, realistic drama with documentary importance girding its excitement, the offbeat blend of laughter and action in a Maverick, the adult zip of a 77 Sunset Strip, the fresh domestic-comedy switches of a Leave It to Beaver or a Real McCoys.

Further strengthening the 1960-'61 schedule will be such new and coming attractions as the significant 26-episode adaptation of the Churchill Memoirs... outstanding series like The Corrupters, Stagecoach West, Surfside Six, The Roaring Twenties, Asphalt Jungle, Naked City, The Flagstones... specials like the 1960 National Elections... "Women in Politics" and Jeff Chandler as "David" in two stirring Biblical dramas.

$2.88 reaches a long way indeed—in the most responsive direction—on ABC Television.

WATCH ABC-TV IN '60
(more people will)

NAB OVERHAULS CONVENTION PLANS

More Chicago sessions set, gaps left by Fellows death filled

NAB's program for the industry's 38th annual convention went through a fast overhauling last week, following the March 8 death of President Harold E. Fellows. Final details were to be submitted today (March 21) for review by the three-man board committee that is overseeing NAB headquarters operations.

A complete agenda was drawn up for Sunday, April 3, Fm Day at the Chicago convention. Other spots were filled, including the keynoted speech originally assigned to Mr. Fellows.

The FCC's new chairman, Frederick W. Ford, will be featured speaker at the April 5 luncheon, replacing ex-Chairman John C. Doerfer, who resigned his commission .post.

Clair R. McCollough, president and general manager of the Steinman Stations, will keynote the convention at the formal opening Monday morning, April 4. Mr. McCollough will receive NAB's 1960 distinguished service award.

Tribute to Mr. Fellows • Dr. Frank Stanton, president of CBS Inc., will deliver a eulogy to the late NAB president at the formal opening. Before becoming NAB president, Mr. Fellows had been head of WEEI Boston, CBS o&o station.

The speaker at the April 4 luncheon will be Secretary of State Christian Herter. Whitney North Seymour, president-elect of the American Bar Assn., will address the Wednesday luncheon.

Programming has been completed for the 14th annual Broadcast Engineering Conference, to be held concurrently with management sessions. The complete convention agenda includes several joint management-engineering meetings and luncheons, including the annual FCC Roundtable the morning of April 6.

G. Richard Shafto, WIS-TV Columbia, S.C., chairman of the NAB Tv Board, will present the distinguished service award to Mr. McCollough.

Separate radio and tv management meetings will be held the afternoon of April 4. The radio program will include a report on the All-Industry Radio Music License Committee, a review of the revised NAB Standards of Good Practice and a presentation by Station Representatives Assn. The tv agenda will be based on a tv code discussion by members of the NAB Tv Code Review Board, of which Donald H. McGannon, Westinghouse Broadcasting Corp., is retiring chairman. Mr. McCollough will report on behalf of Television Information Committee and Louis Hausman, director of Television Information Office, will describe TIO's work. An election-year feature is being arranged for the tv delegates.

RAB Sales Clinic • The separate radio assembly scheduled the morning of

Choice is theirs • An eight-man selection committee will nominate a successor to the late NAB president, Harold E. Fellows. Membership of the committee was announced March 14 (Right l to r) C. Howard Lane, KOIN-AM-TV Portland, Ore., and Payson Hall, Meredith Stations, are chairman and vice chairman respectively of the nominating group, which was appointed by the Radio Board and Tv Board chairmen and vice chairmen.

The selection committee already has informally discussed a long list of names to considered. Its choice will be submitted to the NAB board for ratification.

The six members, besides Chairman Lane and Vice Chairman Hall, are Thomas W. Bostic, KIMA-AM-TV Yakima, Wash.; John E. Fetzer, WKZO-AM-TV Kalamazoo, Mich.; John S. Hayes, Washington Post Broadcast Div.; Dwight W. Martin, WAFB-TV Baton Rouge, La.; William D. Pabst, KTVU (TV) Oakland, Calif., and W. D. Rogers, KDUB-AM-TV Lubbock, Tex. All but Messrs. Hayes and Pabst are NAB directors.

Committee's work thus far has been informal but it's likely to meet during NAB convention.

MR. BOSTIC MR. FETZER MR. HAYES MR. MARTIN MR. PABST MR. ROGERS

KFDM-TV DELIVERS 20.3% MORE HOMES* IN TEXAS' HOT SPOT MARKET

BEAUMONT - PORT ARTHUR - ORANGE

TOP 10 SHOWS**

	Show	Station		Show	Station
1.	Gunsmoke	KFDM-TV	6.	I've Got a Secret	KFDM-TV
2.	Desilu Playhouse	KFDM-TV	7.	Wanted Dead or Alive	KFDM-TV
3.	Hotel De Paree	KFDM-TV	8.	Rawhide	KFDM-TV
4.	Red Skelton	KFDM-TV	9.	The Millionaire	KFDM-TV
5.	Wyatt Earp	KFDM-TV	10.	Perry Mason	KFDM-TV

*ARB Nov., 1959, Average Homes Per Quarter Hour, 9 a.m. to midnight

**NSI Nov., '59, Station Total Homes

CBS
ABC

KFDM-TV
CHANNEL 6
Beaumont• Port Arthur• Orange
D. A. Cannan, President
C. B. Locke, Executive Vice President & General Manager
Mott Johnson, Sales & Operations Manager
See Peters Griffin Woodward, Inc.

Pioneers Award

Former President Harry S. Truman will receive the 1960 Distinguished Service Award presented by Broadcast Pioneers at the Organization's annual dinner meeting, to be held April 5 during the NAB Chicago convention.

MR. TRUMAN

Mr. Truman will deliver an address to the pioneers' dinner meeting, according to Merle S. Jones, president of the organization and of CBS Television Stations. He will receive a complete tape library of his Presidential broadcasts. This will become part of the permanent Harry S. Truman Library in Independence, Mo. A gold record of excerpts from these addresses, mostly "give - 'em - hell" remarks, will be presented.

Four other awards will be presented to radio-tv pioneers for contribution to media development. The dinner will be held in the Grand Ballroom of the Conrad Hilton Hotel.

April 5 will be based on a Radio Advertising Bureau presentation. Tv delegates will elect six Tv Board members. The afternoon of April 5 is left open for inspection of exhibits and visits to hospitality suites.

A convention highlight will be the annual FCC Roundtable. Mr. McCollough will moderate the discussion, a role filled in the past by Mr. Fellows. Preceding the roundtable will be a labor relations clinic.

At the April 6 luncheon FCC Comr. T.A.M. Craven will be presented the NAB Engineering Award. A brief NAB business session will follow Mr. Seymour's luncheon address.

The final afternoon will include a radio public relations session and a program feature. Broadcasters' Promotion Assn. plans a radio presentation. On the tv agenda will be a Television Bureau of Advertising program plus discussions of the economics of video tape and station automation. The annual banquet that night will wind up the convention.

Big Fm Weekend • Sunday, April 3, will be Fm Day at the convention. The programming has been divided into two sections. National Assn. of Fm Broadcasters will meet 10 a.m.-12 noon in the Waldorf Room of the Conrad Hilton, with Fred Rabel, KITT (FM) San Diego, in charge as NAFMB president.

NAB will program a 2:30-5 p.m. session in the same room, opening the meeting to NAFMB registrants as well as to NAB delegates, In charge will be Ben Strouse, WWDC-FM Washington, chairman of the NAB Fm Committee.

The NAFMB morning program will be built around a series of five-minute case studies, with broadcasters as speakers. The agenda includes Harold I. Tanner, WLDM (FM) Detroit; Jack Kiefer, KMLA-FM Los Angeles; James R. Corry, KFMK (FM) Houston; Frank Knorr Jr., WPKM (FM) Tampa, Fla.; Lynn Christian, KHGM (FM) Houston; George S. Partridge, WLVL (FM) Louisville; Carol J. Drenthe, WCL, (FM) Chicago, telling how Nelson Chevrolet has used fm; T. Mitchell Hastings Jr., Concert Network; Merrill Lindsay, WSOY-FM Decatur, Ill., and Mrs. Dorothy, KITT (FM) San Diego.

NAB's Sunday afternoon fm program will open with a feature, "Fm: Population Explosion," with John F. Meagher, NAB radio vice president and Everett L. Dillard, WASH (FM) Washington, as speakers. Three research executives will speak on the subject, "FM: The Count Up." They are Dr. Sidney Roslow, head of The Pulse Inc.; Frank Stisser, president of C.E. Hooper Inc., and Richard M. Allerton, NAB research manager. Kenneth W. Miller, U.S. supervisor of the Conelrad system, will describe the role of fm in national emergencies.

C.J. Gentry, national sales manager of Motorola's auto fm radio unit, will discuss development of auto receivers. He will be joined by Henry Fogel, president of Granco Products, and Ted Leitzell, president of Zenith Radio Corp. A panel, "If I Could Own an Fm Station," will include Edward L. Barry, *Chicago Tribune* radio-tv critic, and Bernie Harrison, *Washington (D.C.) Star*.

The NAFMB board of directors meets Friday night, April 1, with a membership meeting the next day.

Texas ad man says answer tv's critics

"Quit ignoring the issue" and answer tv's critics advised John P. Goodwin at the fourth annual convention of the Southwestern Association of Program Directors for Tv at Houston, Tex.

Mr. Goodwin, board chairman of Goodwin, Dannenbaum, Littman and Wingfield Inc., Houston agency, cited unfounded criticisms of tv, and told his audience to take a positive means of answering some of this misinformation. He said that if program directors could not devise tasteful programs to answer the critics, then they were in the wrong business.

Tv has its weaknesses, Mr. Goodwin said, but they should not be compounded by weakness of spirit. He told the convention to take a strong stand on the local level, to take the offensive in a campaign of positive promotion to refute unjust criticism.

Quoting specifically from the writings of tv's critics, Mr. Goodwin said that in 30 years of broadcasting he has never seen anything to compare to the "public villification that is constantly being waged on broadcasting today."

Mr. Goodwin, in addition to his agency work, is president of KPEL Lafayette, La., and a stockholder in KTRK-TV. Houston.

CBS INC. DOES IT AGAIN

Sales and profits top record set in '58

It was a record business year at CBS Inc. The highest sales and profits in the company's 32-year history were disclosed in the annual report released Friday (March 18), which put net sales up 8% and income up 3% over 1958's previous high.

Consolidated profits for fiscal 1959 totaled $25,267,000 as compared to $24,429,000 earned in 1958. Sales for the year totaled $444,311,000, or $32,-511,000 more than 1958 sales of $411,-800,000. Per share earnings for 1959 were $3.11, compared to $3.01 per share (adjusted for stock dividend) earned in the previous year. The report shows that dividends of $1.25 per share were paid in 1959, plus a stock dividend of 3% paid last Dec. 24. An earlier 3% stock dividend was paid Jan. 16, 1959.

Coincidentally, Blair & Co., New York brokerage house, released a bullish analysis of CBS, recommending the stock for long term growth. Although the company does not break down its revenues by divisions, the analysis credited two-thirds of earnings (roughly $300 million) to television activities, and an "even larger" proportion of profits. Blair & Co. points to a healthy growth outlook for television and advertising in general as adding "defensive" qualities to companies such as CBS.

The annual report notes that CBS-TV retained its standing as the world's largest advertising medium for the sixth consecutive year.

Obviously, it adds up to

KOMO-TV *and* ABC-TV

Represented by the Katz Agency, Inc.

Consistent Leaders in Seattle-Tacoma and Western Washington

A CAUSTIC DECLARATION

New bill means $8 million give-away for tv networks says CBS' Richard Salant

CBS Vice President Richard Salant last week caustically characterized the Washington definition of public service as having a tendency to "confuse public service with the private desire of politicians."

Speaking at the wind-up session of the Radio-Tv Executives Society time buying and selling seminar in New York, Mr. Salant estimated that a bill in the Senate to require all tv networks and stations to give time to major party presidential candidates comes to "$8 million worth of free time." He said the bill's introduction reflects the attitude by many that because of today's climate "you can do anything you want about television."

(Mr. Salant based his calculations of $8 million not only on the value of the time itself, which BROADCASTING estimated last week at more than $3 million [see page 74], but also on the revenue lost from program sponsorships that would be pre-empted and from spot commercials that would be outlawed in the free time periods.)

Noting CBS Inc. has long sought a law to exempt political debate from the equal time provision, Mr. Salant said he is baffled at how the Senate bill could contribute to debates since candidates would not have to address themselves to the same issues—just get free prime time.

Mr. Salant said CBS would rather "make our own way and not be propelled by the cop on the beat," that the bill seeks political time that ought to be paid for (political parties, he said, should contract and pay for their own "hullaballo") and that the "same politicians who say tv is 'too bland' won't let tv make the contribution" it wants to. The parties, he quipped, are "like Oliver Twist, they always want more and on their own terms."

No Sense • There's no sense in attempts to "seize" broadcast time by law, Mr. Salant declared, comparing the Senate proposal to a request to newspapers to give up two pages to free political messages.

Of the Democratic National Committee complaint against CBS policy prohibiting saturation purchases during political campaigns, Mr. Salant said he would imagine the network "hasn't heard the last of it" and that "the Republicans have not yet been heard from." He said he hoped "good sense" by both parties would prevail.

Serious consideration in Washington of the many "reform" movements for broadcasting could easily change the "face of tv," he continued, warning that the change instead of improving tv would lead to "blandness and mediocrity," the government dictating what people should see and hear.

Bloody Year? • The coming year in Washington will be a "bloody" one for the broadcast industry, Mr. Salant predicted, noting that some of the "remedial" proposals were "brought down on ourselves . . . by omission, not commission." Some complaints thus were justified, Mr. Salant reflected, observing that correction will be found in a more balanced program "mix" which will provide more public information and other special shows for the large minority groups.

In the "long view," said Mr. Salant, criticism will benefit the industry and importantly. Complaints point up that television continues to gain in importance in peoples' lives. Once people ignore tv and give it up for "lost" the medium is in trouble, he said. Tv, he continued, must keep a little ahead of popular taste but should it move ahead "too fast," it will soon lose touch with its popular or mass audiences.

The Washington threat to broadcasting, Mr. Salant warned, is at its greatest when current pressures push government administrators "much further than they want to go."

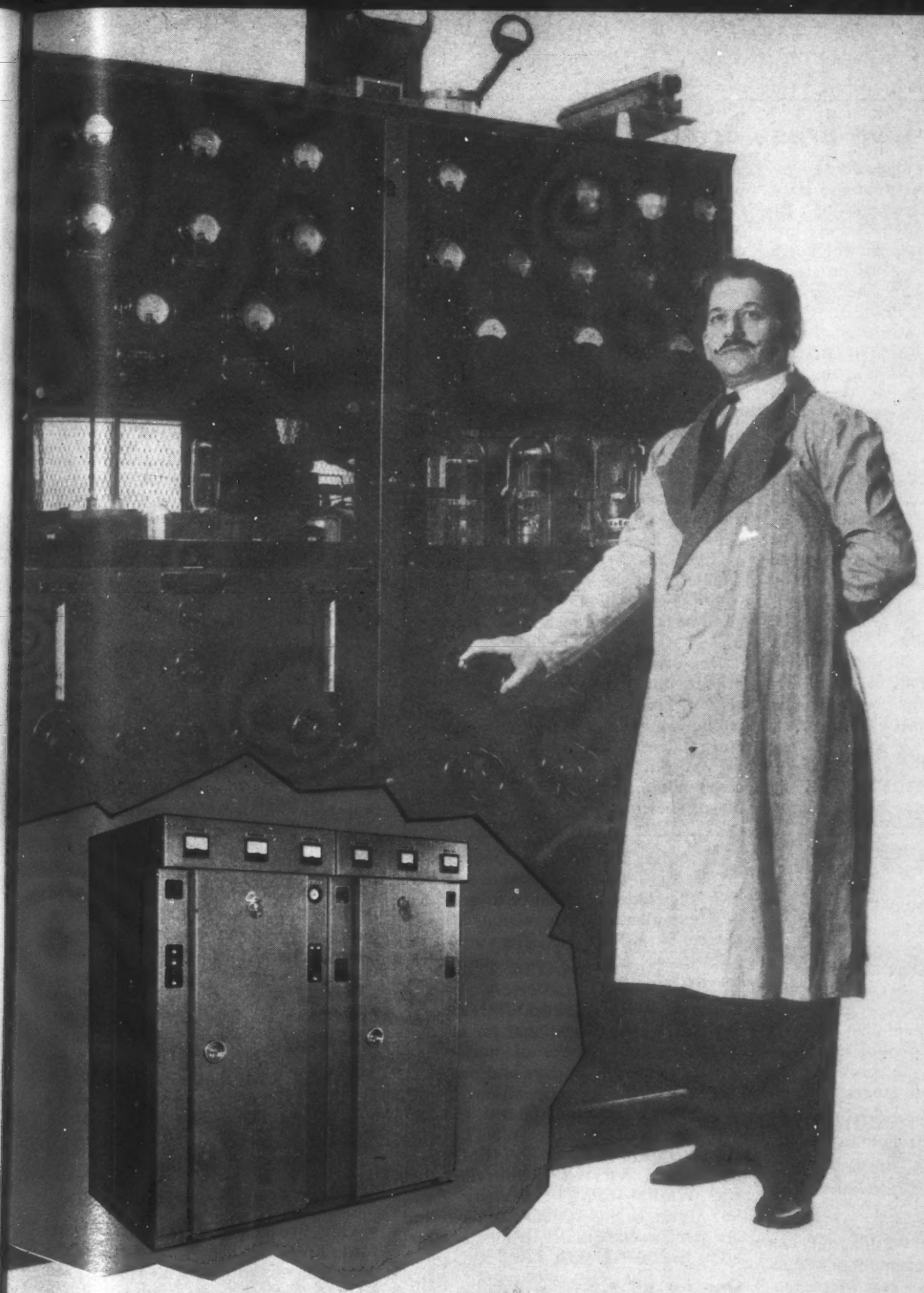
MR. SALANT ADDRESSING RTES
R. David Kimble (l.) of Grey and Ed Shurick, Blair-Tv, listen

• Media reports

Tape on wheels • Kaiser Hawaiian Village Tv Inc., operator of KHVH-TV Honolulu, has purchased a mobile video tape unit which it claims is capable of making tv programs and news events from Hawaii available within hours for showing over mainland national networks. The 35-foot-long unit includes a tv control room, a vtr machine, three tv cameras with multiple lenses, microphones, a 40-kw generator and air conditioners. Mobile Video Tapes Inc., Hollywood, designed and assembled the unit and serves as its sales representative.

Heads AP unit • The Associated Press Radio-Television Assn. committee on wirephoto-photofax has named Chuck Worcester, director of news at Cedar Rapids, Iowa, as chairman. Others on the committee are Greg Gamer, KAKE-TV Wichita, Kan.; Jerry Harper, WFLA-TV Tampa, Fla.; Leslie Nichols, KTVU (TV) Oakland, Calif., and Olaf Soward, WIBW Topeka, Kan.

Move planned • The NAFI Corp., licensee of KCOP (TV) Los Angeles, has announced an intensified program to move the station's facilities and those of the company's entire broadcast division to 915 N. La Brea Ave., Hollywood. The new site was formerly the McGowan Studios. It covers some 30,800 square feet and includes a main building for executive offices, cutting rooms and projection facilities, three motion picture sound stages and a 2-story annex for executive offices with a large conference room. Video tape and color transmission equipment will be installed. The company expects the



5,000 TRANSMITTERS AGO . . .

this fellow had 21 gauges, 12 hand controls, and numerous switches that required constant manipulation and frequent checking just to stay on the air.

TODAY'S LATEST TRANSMITTER,

Continental's 315/316B 5/10 KW AM transmitter features push-button control for unattended operation, instantaneous power cut-back to 1 or 5 KW and tuning that is instant and reliable.

Get the details on tomorrow's transmitter today. It will be operating reliably 5,000 TRANSMITTERS FROM NOW . . .

Continental Electronics

MANUFACTURING COMPANY

4212 South Buckner Boulevard • Dallas 27, Texas • EVergreen 1-1135

A SUBSIDIARY OF LING-ALTEC ELECTRONICS, INC.

designers and builders of the world's most powerful radio transmitters

CBS to give press critical 'reviews'

The press—print division—is going to find its role reversed and learn what it's like to be "reviewed" by another medium.

CBS-owned tv stations will begin shortly to broadcast weekly programs taking a look at what the press is doing and how it's doing it. Plans were revealed by Merle S. Jones, president of the CBS-TV Stations Div., in a speech Friday at the Advertising Federation of America's ninth district convention in Lincoln, Neb.

"Heaven knows," he said, "television stations, their programs, their operating policies and their procedures are being quite thoroughly reviewed and previewed by the press. We think it is high time we provide this same type of service [regarding the press] to the citizens of America."

Mr. Jones said "We do not plan to indulge in sophomoric criticism to competing media." But, he added, "we do think it might be interesting to review from time to time such things as the placement and position of news items. For example, we might want to make some observations regarding the size of type, the headline and front page position given by some newspapers over the past two or three months to the affairs of Dr. Finch and Carole Tregoff. We might want to make some comment as to whether or not the really important world and community interest stories are being positioned in 'prime time' in the daily paper. We have some feeling that this type of program may also bring us closer to the people and the people closer to us."

Mr. Jones also reviewed other measurers through which CBS and its owned stations are trying to get closer to the public—by editorials. For example: by the *Inside KMOX-TV* question-and-answer program on CBS St. Louis station, and by the massive study, now undergoing preliminaries in the field, to determine what the public wants from television and what television means to the public.

He urged that advertising and broadcasting continue to work together to improve their service to the public, and warned that the many current demands for government regulation of television could, if heeded, mean not only the regulation of tv but of society itself.

move to be completed "within the next several weeks."

How-to booklet • Radio-Tv News Directors Assn. is preparing a booklet entitled "So You're Going to Shoot News Film." Leo Willette, news director of WLOS-TV Asheville, N.C.-Greenville-Spartanburg, S.C., is head of the committee publishing the pamphlet. He says its aim is "to outline editorial devices that are used by the better pros and can be applied to the most modest of television news staffs."

Appointment • Metropolitan Broadcasting Corp. has appointed Hicks & Greist Inc., N.Y., as advertising agency for WNEW-AM-FM-TV, as well as for its institutional advertising. Henry J. Kaufman and Assoc., Washington, will continue to handle Metropolitan's properties outside of New York. Metropolitan's properties include four tv stations (WNEW-TV New York; WTTG [TV] Washington; KOVR [TV] Sacramento-Stockton, Calif., and WTVH [TV] Peoria, Ill.) and three radio stations (WNEW New York, WIP Philadelphia and WHK Cleveland).

Practical lab work • Texas Christian U., Fort Worth, in cooperation with KFJZ-TV, that city, offers its tv-radio majors in their senior year a course called "Television Internship." The course is taught by Olen Terry, the station's production manager, and gives the students a chance to get practical experience in the various departments of KFJZ-TV. The university gives three hours of academic credit for the course.

Educational fm hookup • WNYC-FM is feeding four educational fm stations with four-hour blocks of music-news programming on Sundays and one hour on weekdays. The operation is the beginning of a contemplated regional network and includes WNTI (FM) Hackettstown, N.J.; WGPA (FM) Bethlehem, Pa.; WPPA-FM Pottsville, Pa., and WDFM (FM) University Park, Pa. Hours are 3-7 p.m. Sundays and 5-6 p.m. weekdays. Experimental operation began Feb. 21.

One for all • KWFT Wichita Falls, Tex., announces a new advertising rate policy featuring a "one for all" theme which provides identical prices for retail, local, regional and national advertising.

Price boost • Reception of the new double-feature policy of KHJ-TV Los Angeles has been so good that the station has put in a 25% rate increase for participations in *Channel 9 Movie Theatre*, effective today (March 14). Cost for the full strip of 12 one-minute spots a week, one with each showing of the program, has been upped from $1,000 to $1,250. Ratings of *Channel 9 Movie Theatre* have averaged 4.5 for the initial daily showings at 5-6:30 p.m. and 3.7 for the late showings at 11 p.m.-12:30 a.m.

KKIS to move • Station KKIS Pittsburg, Calif., is moving into new offices and studios, located at 230 East Fourth Street. According to Jerry Bassett, general manager, the move is expected to be made on or about April 1.

7 Overseas Press awards to radio-tv

Five radio-tv newsmen and two networks have been designated as winners of the Overseas Press Club annual awards for excellence in foreign correspondence and interpretation during 1959. They will receive OPC plaques at the club's 21st annual awards dinner dance at the Waldorf-Astoria Hotel in New York on March 26.

The categories and the winners: Best radio or tv reporting from abroad—won by CBS News for its coverage of President Eisenhower's trip to Asia, as shown on CBS-TV's *Eyewitness to History*; citation to NBC News for its coverage of the same Eisenhower trip, as presented on NBC-TV's *Journey to Understanding*; best photographic reporting (motion picture) from abroad—won by Henry Toluzzi, NBC News for film shown on NBC-TV's *Operation Noah*; citation to Martin Barnett, CBS News for film shown on CBS-TV's *Population Explosion*; best interpretation of foreign affairs, radio or tv—won by Quincy Howe, ABC News, for his stories on Khrushchev speeches at the National Press Club and the United Nations; citation to Eric Sevareid, CBS News, for reports from London; the Robert Capa Award for superlative photography, still or motion picture, requiring exceptional courage and enterprise—won by Mario Biasetti, CBS News for coverage of a rebel invasion of Nicaragua.

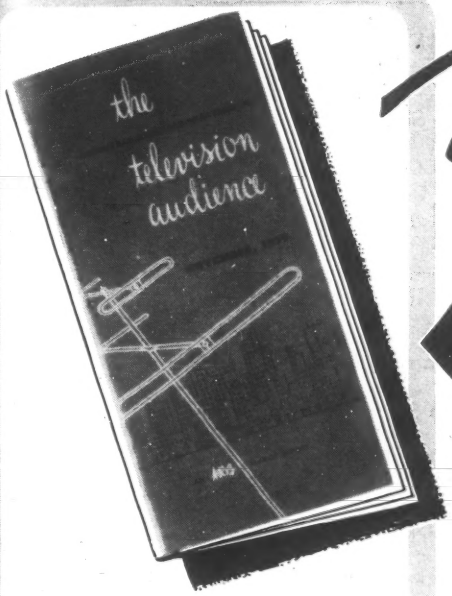
• Rep appointments

• Gila Broadcasting Co. (KGLU Safford, KVNC Winslow, KCLF Clifton-Morenci, KWJB Globe-Miami, and KCKY Coolidge, all Arizona): B-N-B Time Sales as representative in California, Oregon and Washington.

• KEYY Provo, Utah: B-N-B Time Sales as west coast representative.

• WALA-AM-TV Mobile, Ala.: KXOA Sacramento, Calif.; KJOY Stockton, Calif., and KSWO-AM-TV Lawton, Okla.-Wichita Falls, Tex.: Clarke Brown Co., Dallas.

• KORK Las Vegas, Nev.: B-N-B Time Sales, L.A. and S.F.



Proof OF WFBC-TV's CONTINUING LEADERSHIP

in Greenville, Spartanburg & Asheville

Facts from the latest ARB (November, 1959)

Share of Sets-in-Use

9:00 A.M. to Midnight, Sunday through Saturday

GREENVILLE METROPOLITAN AREA Largest in the Market	WFBC-TV	42.1
	Sta. "B"	21.2
	Sta. "C"	27.2
GREENVILLE-SPARTANBURG METROPOLITAN AREAS COMBINED "Heart of the Market"	WFBC-TV	37.0
	Sta. "B"	21.5
	Sta. "C"	28.5
GREENVILLE-SPARTANBURG-ASHEVILLE METROPOLITAN AREAS COMBINED	WFBC-TV	34.7
	Sta. "B"	29.5
	Sta. "C"	21.6

Average Quarter Hour "Homes Reached"

GREENVILLE-SPARTANBURG-ASHEVILLE METROPOLITAN AREAS COMBINED From 6:00 p.m. to Midnight, Sunday through Saturday	WFBC-TV	42,200
	Sta. "B"	33,600
	Sta. "C"	22,200

Again, as in every major survey, the ratings show WFBC-TV's dominance in its service area. Only "The Giant" can give you maximum coverage in the metropolitan areas of all three . . . Greenville, Spartanburg and Asheville.

WFBC-TV LEADS WITH . . .
22 OF THE TOP 30 PROGRAMS!
TOP 7 SYNDICATED PROGRAMS!
TOP-RATED MOVIE

"The Giant of Southern Skies"

NBC

Channel 4
WFBC-TV
Greenville, S. C.

For complete information about this Giant Market, and for Rates and Availabilities, we invite you to contact our National Representatives

AVERY-KNODEL, INC.

NBC, RKO GENERAL TRADES

Three-city station sales are announced

Sale of NBC's Washington radio and television stations to RKO General for $11.5 million and the exchange of NBC's Philadelphia properties for RKO General's in Boston were officially announced Friday.

The transactions, which must have government approval, would complete NBC's multi-market parlay ensuing from the RCA-NBC consent decree requiring the network to dispose of its Philadelphia outlets. NBC's acquisition of KTVU (TV) Oakland (San Francisco) for a reported $7.5 million—first step in the parlay—was announced three weeks ago (BROADCASTING, Feb. 29).

All three transactions are subject to one or more conditions. Purchase of KTVU and sale of WRC-AM-FM-TV Washington must, like all transfers of station ownership, be approved by the FCC before they can become effective. The swap of WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-FM-TV Boston must be cleared first by the Justice Dept. (because of the consent decree, which stemmed from NBC's exchange of its Cleveland stations for Westinghouse Broadcasting Co.'s Philadephia properties), and then by FCC. In addition, the contract for the sale of the WRC stations stipulates that it will not become effective until FCC approves NBC's purchase of KTVU.

Properties Involved • The exchange phase of the NBC-RKO General transaction—said to be tax-free—gives the network a ch. 7 television station (WNAC-TV) in return for a ch. 3 property (WRCV-TV) plus a 50 kw radio station on 680 kc (WNAC) in return for a 50 kw outlet on 1060 (WRCV). NBC also acquires the fm affiliate of WNAC.

WRC-TV, bought by RKO General, is on ch. 4 and WRC is a 5 kw outlet on 980 kc. WRC-FM goes too.

KTVU—whose acquisition by NBC was protested bitterly by KRON-TV San Francisco, which would lose the NBC affiliation in that area—is on ch. 2. It is being bought by NBC from William D. Pabst, Ward D. Ingram, Edwin W. Pauley, Willet H. Brown and Stoddard P. Johnston.

The Philadelphia-Boston-Washington transactions were announced by Robert W. Sarnoff, chairman of NBC, and by Thomas F. O'Neil, who is chairman of RKO General.

Aside from the appropriate governmental approvals, one tag end remains to be disposed of: sale of RKO General's WGMS-AM-FM Washington in order to comply with FCC's duopoly rule.

SOUTHWEST **$350,000**

Full time top rated excellent facility in one of most attractive top 100 markets. A real growth area. Earning good profit. 29% down and 6 year payout.

PENNSYLVANIA **$65,000**

Absentee-owned daytimer in single-station market. Earning small profit. Ideal for owner-operator. $20,000 cash will handle.

MID-WEST **$125,000**

Fulltimer in single-station market. $30,000 puts you in. Favorable terms on balance.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval.*

• WMBD-AM-FM-TV Peoria, Ill.: Sold by Charles C. Caley and John E. Fetzer (Fetzer stations) to Midwest Television Inc. (WCIA [TV] Champaign, Ill.). Price was $1,850,000 for all assets with $225,000 payment over eight years to Mr. Caley for agreement not to compete and to serve as consultant. Midwest is 51% owned by August C. Meyer and wife. Among other stockholders is WSOY-AM-FM Decatur, Ill., affiliated with Lindsay-Schaub newspaper group's *Decatur Herald* and *Review* and principals of *Champaign News-Gazette* (WDWS). Other Lindsay-Schaub broadcast properties are WVLN - AM - FM Olney and WSEI (FM) Effingham, both Illinois. WMBD is 5 kw on 1470 kc. WMBD-FM operates on 92.5 mc with 2.5 kw. WMBD-TV is ch. 31. All are affiliated with CBS. No changes in personnel are contemplated, Mr. Meyer announced.

• WJHL Johnson City, Tenn.: Sold by W. Hanes Lancaster Jr. and associates to James C. Wilson, Bristol, Tenn., businessman and one-time stockholder in WOPI that city. Price was $230,000, with $67,000 in cash. CBS-affiliated WJHL is on 910 kc with 5 kw daytime and 1 kw at night. Broker was Blackburn & Co.

• KHSJ Hemet, Calif.: Sold by William B. Miller and Luther Pillow to Paul S. Sprague and Robert B. and Robert T. Griffin for $85,000. Robert B. Griffin was formerly with KITO San Bernardino, and is currently program and promotion director for KWKW Pasadena, both California. KHSJ is 500-w daytimer on 1320 kc. Transaction was handled by Jack L. Stoll & Assoc.

• WRKH Rockwood, Tenn.: Sold by Herman and Ray Spivey to J.A. Gallimore for $67,000. Mr. Gallimore is multiple broadcast owner, with interests in WSNW Seneca, WBAW Barnwell, WNBC Hampton, WSSC Sumter, all South Carolina and WLFA Lafayette, Ga. Daytimer WRKH is 1 kw on 580 kc. Transaction was handled by Paul H. Chapman Co.

• WHAP Hopewell, Va.: Sold by Charles E. Springer and S.L. Goodman

KETV HAS OMAHA'S BIGGEST NIGHTTIME AUDIENCE!

Feb., 1960 NIELSEN

	6 P.M. To 9 P.M.	9 P.M. To Midnight
KETV	39%	41%
STATION Y	30%	28%
STATION Z	31%	31%

Source: Feb., 1960 Omaha Metro Nielsen Station Index

Jan.-Feb., 1960 ARB

	6 P.M. To Midnight
KETV	36.2%
STATION Y	31.9%
STATION Z	31.0%

Source: Jan.-Feb., 1960 Omaha Metro ARB

BUY THE STATION WITH OMAHA'S LARGEST NIGHTTIME AUDIENCE!

Call H-R Now!

OMAHA WORLD-HERALD STATION
Ben H. Cowdery, President
Eugene S. Thomas, V. P. and Gen. Mgr.

KETV channel 7
ABC TELEVISION NETWORK

to Roger Neuhoff for $65,000. Mr. Neuhoff owns WCHV Charlottesville and WILA Danville, both Virginia. WHAP is 250 w on 1340 kc. Broker was Blackburn & Co.

• WWCC Bremen, Ga.: Sold by J.J. Mangham Jr. to James H. Faulkner for $60,000. Mr. Faulkner owns WBCA Bay Minette and WHEP Foley, both Alabama. Daytimer WWCC is 550 w on 1440 kc. Transaction was handled by Blackburn & Co.

APPROVED • *The following transfers of station interests were among those approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 104).*

• KFAR-AM-TV Fairbanks, KENI-AM-TV Anchorage and KTKN Ketchikan, all Alaska: Sold by Midnight Sun Broadcasting Co. to All-Alaska Broadcasters Inc. for $1,200,000 ($250,000 cash, remainder to be paid over 20-year period). New owners include Mr. and Mrs. Alvin O. Bramstedt, formerly general manager of Midnight Sun, 22.64%; R.D. Jensen, KTKN manager and owner of community antenna systems in Ketchikan and Sitka, 15%; James Fletcher, Midnight Sun national sales manager, New York, 7%; Delmar A. Day, Midnight Sun western sales manager, 7%, among others.

• KUTI Yakima, Wash.: Sold by Harrison A. Roddick to Yakima Valley Radio Inc. for $150,000. Purchasers are H.G. Wells Jr., David McKay and H.Q. Jouken, each owning 33⅓%. Mr. Wells is former general manager of KOLO Reno.

• KPOW Powell, Wyo.: Sold by Albert J. Meyer to KPOW Inc., group headed by M.J. Hedin, for $70,000.

• KDOG (FM) Anaheim, Calif.: Sold by William E. Clark to Hi-Fi Bcstrs. Inc. for $3,600. Principals include Cliff Gill and Daniel Russell, who hold controling interest in KEZY Anaheim.

WIP drops Mutual

WIP Philadelphia severed its affiliation with Mutual Broadcasting System March 7. It will now operate as an independent station. In making the announcement, Harvey L. Glascock, vice president and general manager of WIP, said: "Our decision to terminate WIP's affiliation with Mutual should in no way be interpreted as prejudical to that network. It is WIP policy to originate its own programming and to develop its own on-the-air personalities."

Newspaper meet to air radio-tv inroads

Broadcasters can expect their ears to burn when the American Newspaper Publishers Assn. holds its annual convention April 25-28 in New York. Topics suggested for discussion at the Waldorf-Astoria meeting:

"Have newspapers found it desirable to tighten their policies on free-loading by newspaper people? Do they believe that permitting a news subject to pay a bill can be equated with radio-tv's 'payola?' "

"Tv and radio effectiveness as newspaper promotion media."

"What are newspapers doing to combat extreme merchandising efforts of radio and tv which in some cases include local stations buying shelf space and placing displays in retail outlets?"

"What effect, if any, have the radio-tv revelations, charges and criticisms had on newspaper advertising?"

"How many papers present have both catv and a tv station in their community? Did catv put any tv stations out of business?"

"Do special tv sections increase sales of Saturday papers?"

"Does anyone still read radio program logs?"

SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT KBIX, SAN FRANCISCO

GOVERNMENT

NEW BLOW AT PLUGS AND FREEBIES

FCC orders stations to tell all about free program services

The FCC last week made a massive flanking attack on free plugs and payola. It ordered stations to disclose on the air the sources of free program material and the circumstances of its acquisition.

In a tough interpretation of its rules for sponsor identification, the commission issued a public notice that imposes these conditions, among many others:

• Every time a station plays a phonograph record that it received free or for a nominal fee, it must say on the air that the record was furnished and identify the supplier. If the supplier gave the station anything in addition to the freebies that fact must be announced too.

• If a typewriter is used as a prop on a news show in exchange for the free use of typewriters, that fact must be announced.

• If an outside source pays for travel and accommodations of program personnel, the circumstances must be described in a special announcement if any program material collected on the trip is used.

• It is not enough to say: "Travel arrangements made through Trans-State Airways." The announcement must make it clear that the travel was provided in exchange for air credit.

• If a station or its employes participate in the promotion of a record hop, all promotional announcements must clearly identify persons or companies who will benefit from the event or who have provided talent, prizes, hall rental or anything else in exchange for broadcast exposure.

• Free plugs on network and syndicated programs are regarded as an especially serious matter. The FCC said these practices go on without the knowledge of stations carrying the programs and hence have "the effect of preventing individual licensees from complying with the commission's sponsorship identification and logging requirements."

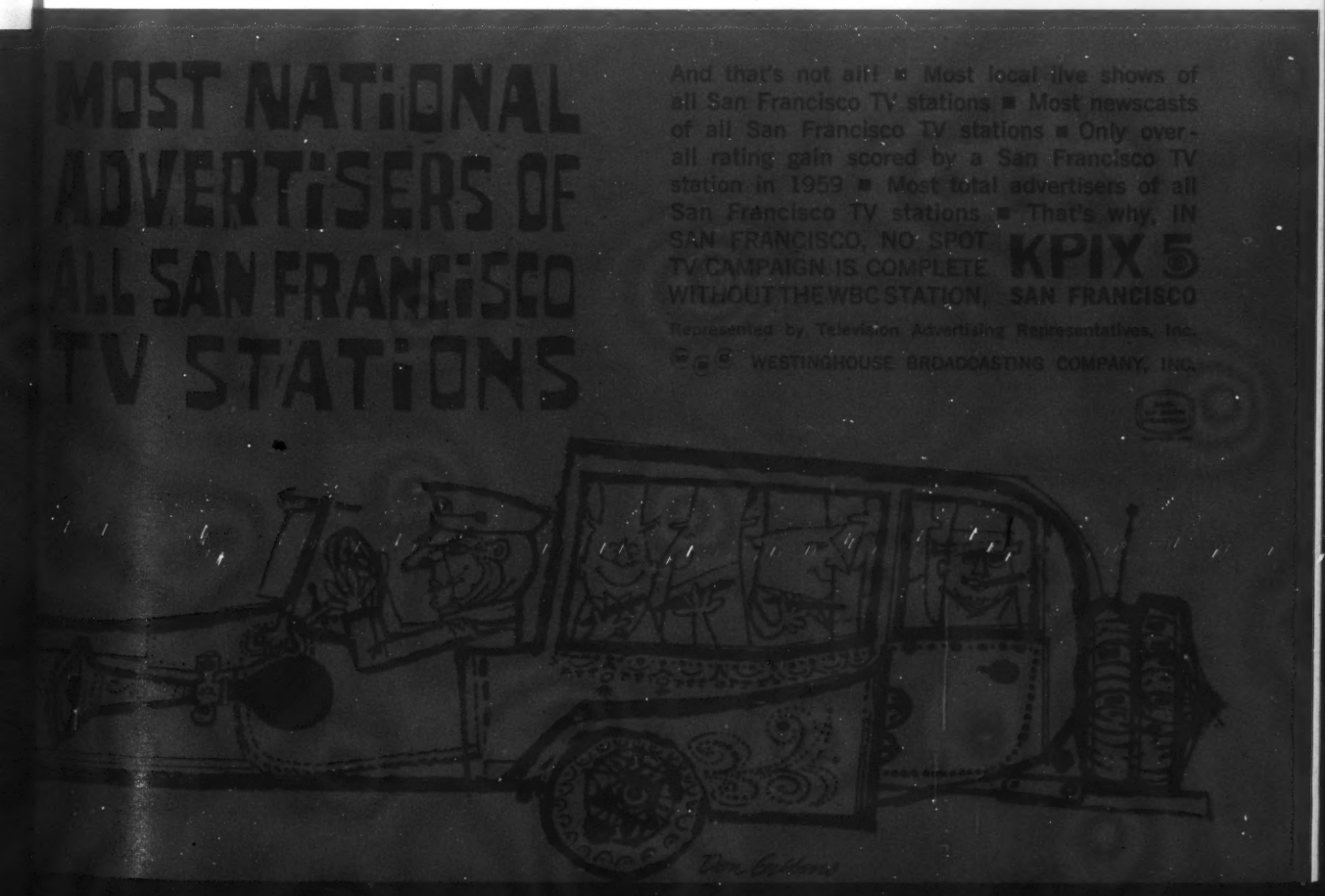
Tough Talk • The public notice, issued March 16, said the FCC had learned from questionnaires to all stations and from other sources that "many" licensees had not been complying with Section 317 of the Communications Act.

That section reads:

"All matter broadcast by any radio station for which service money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person."

In its public notice last week the commission said it was "apparent that consideration has been provided in exchange for the broadcasting of various types of material without an accompanying announcement indicating that consideration was provided, and by whom, in exchange for or as an inducement for the particular broadcast."

The FCC said "consideration" was


MOST NATIONAL
ADVERTISERS OF
ALL SAN FRANCISCO
TV STATIONS
And that's not all! ■ Most local live shows of all San Francisco TV stations ■ Most newscasts of all San Francisco TV stations ■ Only overall rating gain scored by a San Francisco TV station in 1959 ■ Most total advertisers of all San Francisco TV stations ■ That's why, IN SAN FRANCISCO, NO SPOT TV CAMPAIGN IS COMPLETE WITHOUT THE WBC STATION, KPIX 5 SAN FRANCISCO
Represented by Television Advertising Representatives, Inc.
WESTINGHOUSE BROADCASTING COMPANY, INC.

usually in one of four forms: (1) records given to stations or employes for use on the air or for promotion purposes; (2) promotion of outside activities like record hops; (3) acceptance of travel expenses in exchange for free plugs; (4) payments for plugs without accompanying revelation of sponsorship.

A Stern Warning • The FCC said it would treat previous violations of the sponsor identification rules on a case-by-case basis. In so doing, it said, it will deal with instances of "wilfulness, misrepresentation or serious neglect on the part of the licensee."

From now on, however, the FCC "expects its broadcast licensees to use their utmost diligence to apprise themselves of situations in which their employes or independent contractors have outside financial interests which are being promoted on the air and to act accordingly to require that appropriate announcements be made wherever Section 317 is involved."

Free Records • The FCC said it had information that "virtually all broadcast stations" receive some free recordings; stations in big markets get most if not all their recordings for nothing; stations in smaller markets get records at reduced prices. It is only in the smallest communities that stations get few records free or at special prices.

The commission said that the "receipt of *any* records by a station which are intended by the supplier to be, or have the practical effect of being an inducement to play those particular records or any other records on the air, and the broadcast of such records, requires an appropriate announcement pursuant to Section 317."

To comply with the law, the FCC said, there must be "an appropriate announcement [to] accompany the play ing of all recordings received free or at a nominal charge." Beyond that, the notice stated, a similar announcement must be made "when the station broadcasts recordings of a particular manufacturer, distributor, etc., who has provided other free records which the station utilizes in any non-broadcast manner."

Outside Promotions • The FCC said there had been widespread plugging of record hops on stations where the station itself or its employes had some financial interest in the dances. In many cases, the FCC said, records by performers who were to appear at the hop or records distributed by the donor of free records to be given away at the hop were often played on the air to drum up attendance at the event.

The public notice said that "appropriate announcements must accompany *all* broadcast material (announcements, playing or records, etc.) where a *profit* is to be derived from these record hops, or where recorded or other broadcast exposure is being provided (whether based upon an express or implied agreement) in exchange for all or a part of a performer's fee or in exchange for the donation of records, prizes, hall rental, etc. Such announcements must identify the parties deriving financial benefit from the record hop as well as any other parties providing consideration in any form whatsoever in exchange for any of the above types of broadcast exposure."

These sponsor identification requirements apply, the FCC added, no matter who gets the net proceeds of the dances.

Travel Expenses • The FCC said travel and related expenses have been paid as an inducement to the broadcast of program material.

"The announcement contemplated in these situations," the FCC said, "should fairly disclose the fact that consideration was provided, and by whom, as an inducement for the broadcast presentation."

The FCC admitted that free travel was commonly accepted by members of the press and that junkets of all kinds were considered by some as a normal business practice. Then it added: "Certain requirements not applicable to other forms of communication have been imposed by the Congress on broadcast stations."

The FCC said the acceptance of gratuities was not prohibited as long as the appropriate announcements were made.

"Sneaky Commercials" • The FCC said it was necessary to make adequate disclosure of "trade-out" announcements aired in exchange for services or products.

"The commission considers such statements as 'Travel arrangements made through Trans-State Airways' to be the substance of the plugs themselves. Such announcements do not indicate that consideration (free transportation) was provided *in exchange* for the particular broadcast exposure or plug."

The point was further illustrated by a reference to "close-ups of certain brands of typewriters on tv newscasts in exchange for the loan, free of

Big job ahead • Enforcement of the FCC's new, stringent anti-payola, anti-plugola policy will be the task of Joseph N. Nelson, chief of the Broadcast Bureau's Renewal & Transfer Division, pictured here (l) with new FCC Chairman Frederick W. Ford just before Mr. Ford testified on Capitol Hill last week Mr. Nelson, who joined the FCC in 1946 after private law practice in New York, has 10 lawyers and 20 aides handling activities in the renewal branch. This is the group which will handle payola-plugola enforcement.

THE LATEST NIELSEN*

(or one more clue on how to get ahead on television)

	AVERAGE AUDIENCE RATINGS*
ABC-TV	20.8
NET Y	20.4
NET Z	18.5

Analyze TV Networks by their ratings. Or by the number of firsts for prime time half-hours. (ABC–15, Net Y–13, Net Z–7.) Or by the firsts for evenings of the week. (ABC–3, Net Y–2, Net Z–2.) Any way you look at them, the percentages are riding with you on ABC Television.* (*HINT: since no wise sponsor goes by the standings alone, you'll want these added facts: ABC's audience, attracted by ABC's action-adventure and family comedy programming, is a young audience**—with growing, consuming families. And you do business with them at the lowest cost—$2.88 per M homes per commercial minute.*†)

ABC TELEVISION abc

Source: *Nielsen 24 Market TV Report, week ending Feb. 28, 1960, Mon.-Sun., 8-10:30 P.M., average audience basis. National NTI Report: **Age of head of house under 55 years, Nov.-Dec., '59. †Average Audience, 8-10:30 P.M., Jan., '60—estimated time, Dec. 1, '59 and published talent cost.

charge, of typewriters for use in the station's offices." In such cases, the FCC said, the public is entitled to know of the commercial tie-in.

The FCC also referred to product plugs intentionally inserted in various programs. Producers, program packagers or public relations organizations get fees for arranging the plugs, the FCC said.

"In this connection," the notice said, "the commission has also been advised that networks and other producers and suppliers of program material have made surcharges (in the form of products and 'promotional fees') for the publicity value to a manufacturer resulting from a showing and description of his product on television programs.

"For example, the manufacturer of a refrigerator to be awarded as a prize on a giveaway program may be required to provide a number of *extra* refrigerators and may be charged a 'promotional fee' for the broadcast exposure of his product.

"The commission wishes to indicate to producers or suppliers of such programs that it considers this matter a serious one inasmuch as such practices, engaged in without the knowledge of the stations broadcasting such programs, have the effect of preventing individual licensees from complying with the commission's sponsorship identification and logging requirements."

Stripped of Teasers • The notice referred to an FCC order last September prohibiting the use of "teaser" announcements without sponsor identification. Since then, the FCC said, the forbidden practices have occurred.

"We wish to emphasize," the FCC said, "that, in addition to 'teaser' announcements, the broadcast of any similar commercial matter, such as that in the form of the playing of an instrumental version of a commercial jingle—associated exclusively with the sponsor holding the copyright to the musical jingle—without explicit identification of the sponsor, is likewise proscribed."

The FCC added that "it should be obvious that such practices as periodically playing a song from a current motion picture, when such is inspired by an express or implied agreement with a local theatre or distributor to do so (or as a bonus for purchasing a number of spot announcements advertising the movie) and is not accompanied by an appropriate sponsorship announcement, violate Section 317 of the Act."

Broadside Mailing • Last week's public notice was mailed to all radio and television stations licensed by the FCC.

Enforcement of the new policies will be directed by the Broadcast Bureau's Renewal & Transfer Div., of which Joseph N. Nelson is chief. About 10 lawyers and 20 aides will be involved.

BILL WOULD 'FRUSTRATE' FCC

Chairman Ford says FCC opposes some parts of bill banning off-record contacts

The FCC would be faced with frustration and an almost impossible task in discharging its duties if proposed legislation for tighter ethics in federal agencies is adopted as it now reads, FCC Chairman Frederick W. Ford said last week.

In his first appearance on Capitol Hill as FCC chairman, Mr. Ford told the House Commerce Committee his agency considers proposed prohibitions against off-the-record contacts with FCC members to be too broad in both adjudicatory and rulemaking cases as the proposal defines them.

He also told one committee member, Rep. William H. Avery (R-Kan.), that he himself would be able to recognize "unusual hospitality" if it were extended to him, but feels another person might have another conception of the term. This term appears among activities listed as "improper" for FCC members and employes in HR 4800, one of the bills under study.

Chairman Ford said all FCC licensing activities are encompassed in the definition of adjudicatory cases—involving some 537,000 applications in 1958—while fewer than 500 actually reach the contested, or hearing stage. Under the present language of HR 4800 off-the-record contacts with FCC members or employes would be prohibited in all these thousands of cases, he said. The FCC feels off-the-record bans should apply only at the point when a case is designated for hearing. Otherwise, he said, FCC service to citizens in directing attention to statutes, regulations, application forms, policies and practices could be interpreted as improper contact.

Impressions • On rulemaking cases, Mr. Ford said the FCC is solidly against proposals in HR 4800 which would prohibit off-the-record contacts in any rulemaking where notice has been issued and interested persons allowed to comment. With certain exceptions, the FCC's rulemaking is broad and of nationwide interest, bipartisan and legislative in character, the FCC chairman said. FCC members and employes obtain information from meetings with industry people, on-the-spot inspections and other sources; some of the information obtained is virtually impossible to place on a "paper record" because it involves mental impressions.

The exceptions where off-the-record contact bans should apply, he said, are those which are controversial, accusatory in form, affect private interests and are more narrow, sometimes involving only two cities. He said the FCC has initiated a rulemaking to distinguish between these two classes of rulemaking proceedings. (This action, begun July 22, 1959, followed court reversal in the FCC's St. Louis ch. 2 case involving off-the-record contacts.) But Chairman Ford said the FCC would "appreciate . . . legislative or congressional "guidelines" on this question, noting the problems of the FCC may differ from those encountered in other federal agencies (to which HR 4800 also applies). HR 4800 puts everything into "one ball of wax," he said.

Mr. Ford said there is a "hole" in the present law prohibiting off-the-record contacts in FCC adjudicatory cases in hearing and that an FCC-drafted bill in the Senate (S 1734) would seal off this hole, extending the prohibition not only to the parties concerned and FCC people but also to persons outside the case.

Rulemaking Hearings? • Mr. Ford told Rep. William L. Springer (R-Ill.), who had suggested the FCC designate rulemaking cases for hearing (instead of written comments), that if the FCC set a rulemaking for hearing and "the industry doesn't show up, we're frozen." Rep. Springer doubted witnesses would be scarce ("we never have trouble getting witnesses for our hearings"). Mr. Ford also noted FCC members themselves must conduct rulemakings and that hearings would take up too much of their time.

Rep. J. Arthur Younger (R-Calif.)

'Vital' service

Volunteer use of broadcast and other media by the Advertising Council provides a "praiseworthy" and "absolutely vital" service to the nation, President Eisenhower said March 16 in an address to the council's annual meeting in Washington.

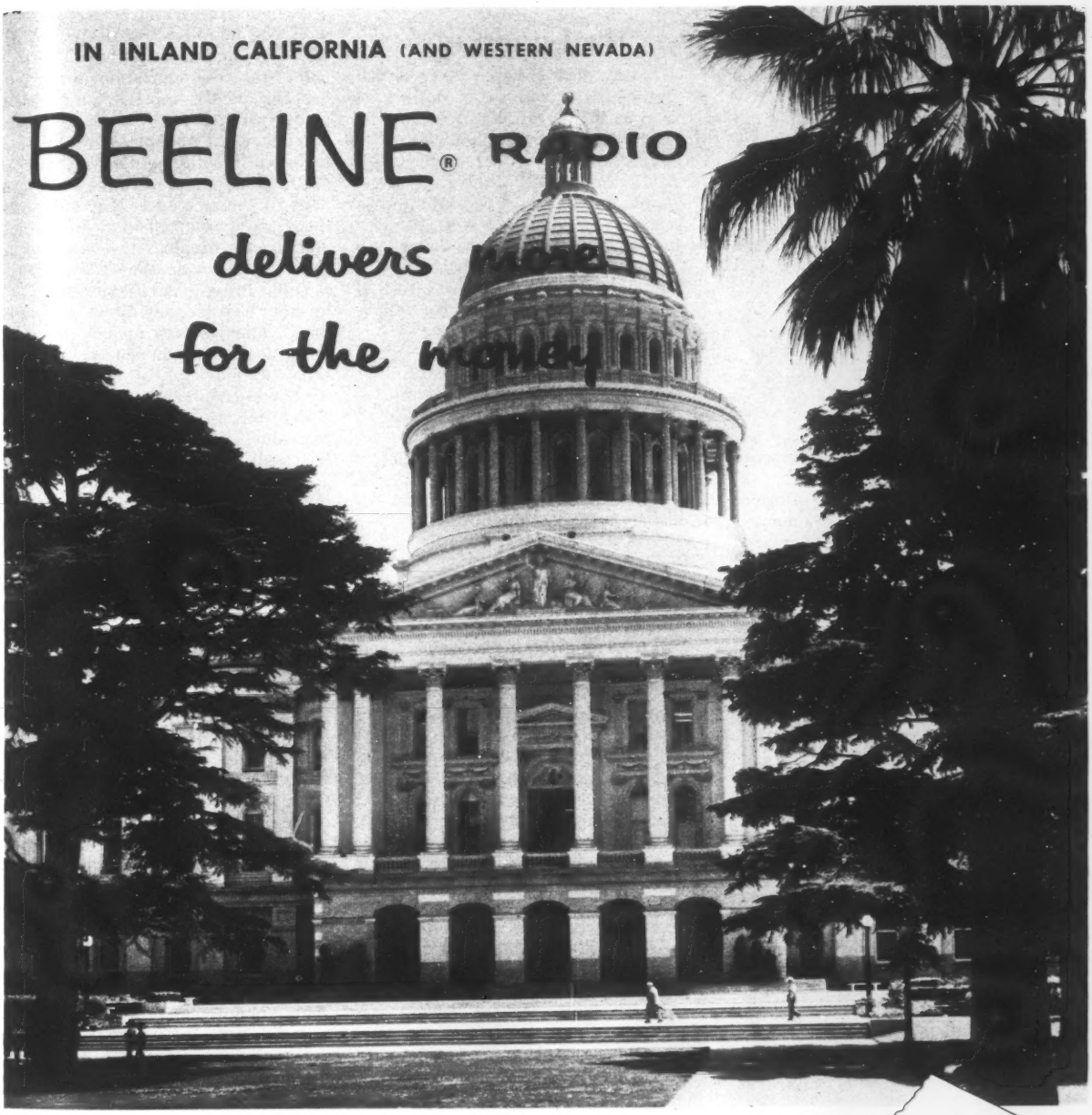
The President said the most important national need is public understanding of national and international issues. "No other body has done more in this regard in trying to inform America of these things than has the council," he added. It was the President's final appearance before the group of 200 industry leaders. (Also see FATES & FORTUNES, page 97, for Ad Council elections.)

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more

for the money



California's Capitol

Free-spending Californians and Nevadans are clustered thick in Beeline station broadcast areas. For example, KFBK is located in the heart of the Metropolitan Sacramento Market which ranks 9th nationally in retail sales per household and 43rd in total retail sales. National ranking for total food sales is 39th and total drug sales is 49th (SRDS)

The city of Sacramento is the capital of California. It is also the center of an area having huge, diversified food-canning, industrial, dairying and agricultural activity plus several very large military establishments.

As a group, Beeline stations give you more radio homes than any combination of competitive stations — at by far the lowest cost per thousand (Nielsen & SR&D)

*Sales Management's 1959 Survey of Buying Power

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

suggested the FCC inaugurate fees for licenses and Mr. Ford replied that this is a policy matter for Congress to determine, along with fees by other federal agencies for services or licenses.

Rep. Younger also suggested that off-the-record contact prohibitions be applied to members of Congress. "I'd like to see this in the bill," he said.

Rep. Avery, in questioning Mr. Ford about the "unusual hospitality" terminology in HR 4800, wondered if the word "unusual" should be deleted and any kind of "hospitality" prohibited. Mr. Ford said there still would be subjective trouble with the term. Hospitality, he said, might mean "even lighting your cigarette." If carried to extremes, he felt, FCC members might have to "withdraw into seclusion." Rep. Avery concluded either term would be "ridiculous" and almost impossible to write into law.

During discussion on what information obtained by the FCC in rulemaking cases could reasonably be placed on the public record, Edward W. Allen, chief engineer, said FCC staffers obtain some information from businesses in broadcasting and that there is no objection to placing their reports on this information in the record, with the exception of competitive data.

Other FCC Opinions • Here is the FCC's stand on other provisions of HR 4800:

In the title: wants words added: "to remedy statutory and administrative deficiencies" to put Congress on record as wanting the FCC broadcast hearing backlog cleaned up. The McFarland Act of 1952 has "shorn" the FCC of all staff advice, he said, citing statements by House Commerce Committee Chairman Oren Harris (D-Ark.) and Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) acknowledging the 1952 act went too far.

Prohibition against former FCC members appearing before the FCC on any matter for two years and former employes from appearing on matters in which they were directly connected during their FCC service: This means FCC and other regulatory members and employes would be treated differently. Officers and employes of other government departments are forbidden only to represent claims against the U.S. in matters with which they were formerly directly connected or performed duty. FCC people have devoted their professional experience to specialized FCC work and to prohibit them from using their experience afterward would be inequitable and may raise a constitutional question for those employed by the FCC at the time of the bill's enactment. The FCC suggested instead that such people merely be prohibited from using confidential information acquired on specific matters while at the FCC on the same matters afterward. A further requirement that the FCC try to prevent such acts would impose a "vague" and "perhaps impossible" task, the FCC statement said.

'Bird-casting'

Male ruffed grouse will be operating their own radio stations soon at the U. of Minnesota.

The FCC last week granted an application for an experimental radio license to the university to study bird habits. FCC said the school's bird-watchers will band the grouse with one ounce battery-operated transmitters. The batteries will last for 30 days. The birds, located on a school preserve, will remain within one mile of the two monitors which will receive the rustling noise of their worm-grubbing, courting and favorite cooing places without interference to their nests.

Six grouse will be banded during the study.

The logical question: Is broadcasting really for the birds?

More Opinions • Authorizing the FCC to determine the kind of intra-commission contacts which should be exempted from off-the-record contact prohibitions. Such exemptions should be set out by statute to remove uncertainty. The FCC recommended that these "necessary" exemptions be applied to contacts between FCC members, between them and their assistants and—except for separation of functions required by law—between FCC members and other FCC employes who have not done investigative or prosecution work in the case considered or a related one. The FCC should be allowed to determine what communications with other state or federal government groups should be exempted. The statute should apply to all six of the regulatory agencies.

Requiring FCC members and employes to make a "fair, written summary" of and telephone call or conversation about an adjudicatory case or controversial rulemaking and file it in the public record. This puts a burden on the recipient who may have no prior background in the case and may not associate it with a case where contact is prohibited. He might be innocently trying to help in the administrative process and later find the talk has taken on new colorations. Work pressure might cause him to fail to make the summary or to make an inadequate one later. Requests for general information may later turn out to be associated with a particular case and he is confronted with the punitive provisions of HR 4800. A further requirement that he ignore the communication in making a decision may be impossible if he has already made a "fair" summary because of subconscious impressions made on his mind in so doing.

Providing for removal of FCC members for malfeasance and authorizing them to appoint their own chairman and vice chairman. This is a matter for Congress to decide, the FCC said.

Other Provisions • Requiring an FCC member to personally direct preparation of a statement of reasons for every FCC decision and sign it, with such tasks to be equally divided among members as to type and amount. This would impose an impossible burden on individual FCC members unless it is restricted to adjudicatory hearing cases and would require "drastic administrative changes," including a larger opinion-writing group. If the aim is to increase the personal responsibility of each member, the FCC said, it submits that the opinion reflects the views of all members who vote with the majority.

Giving parties who file motions with the FCC the right to appeal to the courts if the FCC has not acted in 60 days; allow the FCC to extend the 60 day period to 120 days provided it gives the parties opportunity for hearing. Response pleadings often take up this 60 days. If appeals were thus permitted, the parties would not know the basis of appeal. The provision to extend the period to 120 days makes obvious the opportunities for "interminal procedural delays" because of the requirement for hearing.

Repealing FCC honorariums. The FCC supported this.

Repealing laws which presently restrict the flexibility of the FCC review staff. Supports.

Other Bills • HR 6774, establishing standards of conduct for hearing proceedings. Supports, but recommends clarification at several points.

S 1735, Senate-approved bill to repeal the honorarium provision for FCC members. Supports.

S 1736, Senate-approved bill to eliminate the oath required for applications for construction permits, station licenses and renewals and annual common carrier reports. Supports as help in speeding up consideration and processing of applications.

S 1738, Senate-approved bill to give the FCC greater discretion in using the services of its review staff without allowing such a staff to recommend final disposition of adjudicatory proceedings. Supports as a way of expediting hearings and allowing FCC members to concentrate on questions of policy, law and fact.

Can you see a superlative?
YES . . . in the Shreveport market where the LOWEST channel station (3) puts the CLEANEST, CLEAREST pictures (RCA) over the BIGGEST, RICHEST coverage area (Nielsen).
Your product deserves identification with
KTBS-TV
Represented by
Edward Petry & Co., Inc.
The Original Station Representative
The superlative station in the Shreveport market
NBC
KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA

FOX' SEC TROUBLES MULTIPLY

New charges made against Tv Industries head

Troubles multiplied for Matthew M. Fox last week. For several months he has figured prominently in the hearing the Securities & Exchange Commission has been conducting into Skiatron Electronics & Television Inc. (BROADCASTING, March 7). Last week the SEC charged him with additional violations of the 1933 Securities Act in his sale of Television Industries Inc. and Guild Films Co. stock.

The commission filed a motion for a temporary order restraining Mr. Fox from selling any more Television Industries stock. In the accompanying affidavit, the SEC charges that he has established a pattern of borrowing money on large blocks of unregistered stock, defaulting on these loans and allowing the collateral to be sold. The document further states that he has failed to file required statements with the commission.

Judge Edmund L. Palmieri of Federal District Court in New York, where the SEC had filed, signed on March 17 a permanent injunction barring Mr. Fox from further sales of Television Industries stock. Mr. Fox consented to the injunction, but denied that he had intended to violate the Securities Act. He said that the SEC had "acted wisely and fairly in the matter as there was no other way to prevent certain lending institutions from selling the balance of my collateral without first registering same. "In his statement, Mr. Fox indicated his belief that although the lending firms may have violated SEC regulations, he, as an individual, had not.

Television Industries Inc., of which Mr. Fox is president and board chairman, was formed in 1958 as a successor to C&C Television Inc. Its securities are listed on the American Stock Exchange. The company is engaged in distributing programs to tv, sometimes in deals which barter programs for station time. In 1955, when the company was known as C&C Super Corp., Mr. Fox was engaged in pledges and defaults of its stock, the SEC claims. As of June 30, 1958, he owned 648,400 shares of C&C Television, of which approximately 630,000 were pledged as collateral and in July of 1958 when the name was changed, there was a reverse split of one to ten, leaving him with 64,700 shares of Television Industries. All of these were eventually pledged, the SEC announced.

Late Reports • Reports on personal holdings, which Mr. Fox was required to file with the SEC as an officer and director of a listed company (Television Industries), were due monthly from October 1958 through November 1959. They were all filed on Jan. 26, 1960. By this time, he was thoroughly embroiled in the Skiatron hearing.

The SEC offered examples of Mr. Fox' other stock transactions in order to "support [its] contention that Fox has set in operation a scheme to evade the registration requirements of the Securities Act of 1933 by pledging and selling securities." Over 260,000 shares of Skiatron were pledged by Mr. Fox since 1954, most of which were eventually sold, the affidavit states. "These pledges and loans were made with nearly all the same individuals, financial organizations and lending organizations who held the stock of Television Industries Inc." it continues. It also cites 327,000 shares of Guild Films Co. given as collateral to those same lending firms beginning in October 1956, of which over 200,000 shares were sold upon default. At the time these shares were pledged, there were only a little over 1 million shares of Guild outstanding. Blocks of stock of such size in these three companies could represent control blocks and under the 1933 act must be registered before they can be sold. According to the SEC, in none of the three cases was a registration statement in effect.

No Criminal Charges • The lending companies reportedly still hold some 33,000 shares of the pledged Television Industries stock, some or all of which are presently in default, the commission states. It they should sell the balance of this stock, they might be construed as acting as agents for Mr. Fox and be held liable for willful violation of the 1933 act. Willful evasion of registration requirements is a criminal offense. So far no criminal charges have been brought against Mr. Fox.

MATTHEW M. FOX
Agrees to restraint

The SEC issued a further suspension order in Skiatron stock pending the result of its administrative proceeding. The order stated that further suspension is necessary "to prevent fraudulent deceptive or manipulative acts or practices in Skiatron stock." In the hearing to determine the adequacy and accuracy of the company's registration statement, testimony has been introduced to indicate that illegal selling of supposed "investment holding" had been done by individuals and by concerns. In one case, stock privately purchased from Arthur Levey, Skiatron's president, on condition the purchaser would hold it, was soon resold on the exchange through a Swiss bank.

Attorneys for Mr. Levey, Mr. Fox and Skiatron are working with SEC counsel to produce a stipulation concerning the financial status of the company in regards to pay tv. Stipulations dealing with sales of stock by Messrs. Fox and Levey have been introduced already. SEC counsel Eugene Rotberg last week told Hearing Examiner Robert Hislop that he hopes a stipulation on the fiscal state of Skiatron can be introduced into the record when the hearing is reconvened April 4.

FTC consent order for 'Life' Cigarette

The Federal Trade Commission today (March 21) announced a consent order against Brown & Williamson Tobacco Corp. and its advertising agency Ted Bates & Co. The order forbids the use of pictorial demonstrations purporting to prove that the filter in Life cigarettes (or any other filter cigarettes the company promotes) absorbs or retains all of the tars or nicotine in the smoke.

Also, the company must not use any demonstrations which are meant to prove that the filter used in these cigarettes absorbs more of the tars or nicotine than other filters when such proof is not actually given. In addition, the order halts claims that the U.S. government, or its agencies, approves or sanctions the company's cigarettes or has found their smoke level lower in tar or nicotine when compared with other brands.

Both companies and the FTC agreed to this order.

Action in this matter began December 11, 1959, when the FTC challenged

KCMC-TV
TEXARKANA, Texas-Arkansas
ever-the DOMINANT sales power in the 4-state corner!

SHARE OF AUDIENCE
Four-Week Summary

TOTAL	
KCMC-TV	**71.6%**
Station B	19.1%
Station C	8.1%

The November ARB report shows KCMC-TV still dominates the 4-state corner of the Southwest. With 71.6% of the Texarkana Metropolitan Audience, KCMC-TV blankets the newly enlarged area which now includes all of Bowie County (Texas) and Miller County (Arkansas), and delivers a big PLUS in Total Homes Reached.

KCMC-TV
Net Weekly Circulation
52,200 Families

AVERAGE HOMES REACHED
(Mon. thru Fri.)

Sign-on to noon (Mon. thru Fri.)	4,900
Noon to 3:00 (Mon. thru Fri.)	7,200
3:00 to 6:00 P.M. (Mon. thru Fri.)	10,700
6:00 to 10:00 P.M. (Sun. thru Sat.)	21,700

TYPICAL KCMC-TV NIGHTTIME RATINGS

PROGRAM	RATING	SHARE OF AUDIENCE	HOMES REACHED
Gunsmoke	57.7	89%	33,200
Red Skelton	52.0	80%	30,200
The Texan	48.2	73%	29,400
6:00 PM Local News	49.1	91%	26,800
Rawhide	59.5	88%	34,200
77 Sunset Strip	42.9	73%	32,600
Have Gun, Will Travel	53.6	79%	31,900
Mike Hammer	42.9	89%	27,500
Danny Thomas	46.4	73%	28,200
Rifleman	46.9	73%	32,800
As The World Turns	22.6	84%	10,300
Edge of Night	21.3	84%	11,800

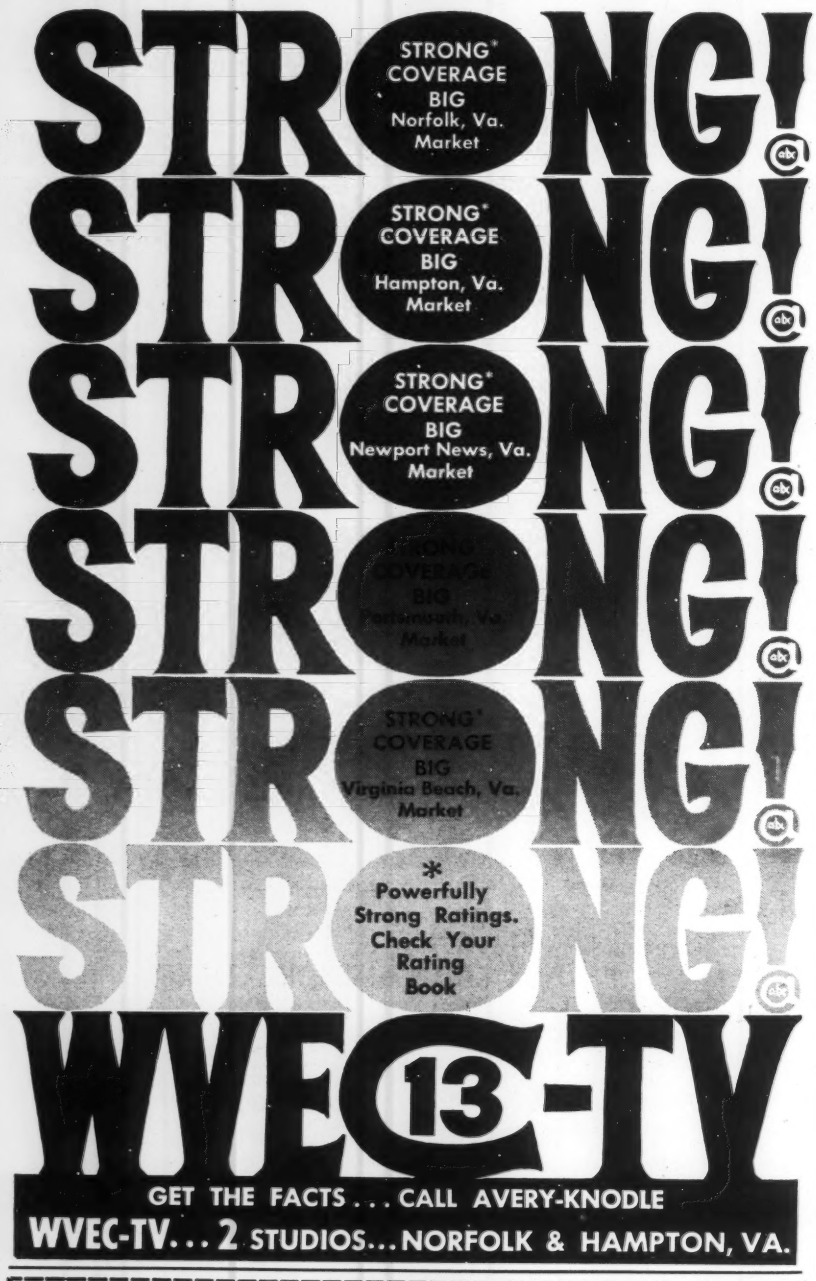
dominate the 4-state corner of the Southwest with

CBS KCMC-TV ABC
TEXARKANA, Texas–Arkansas

Maximum Power Channel 6

Represented Nationally by
Venard, Rintoul & McConnell, Inc.

WALTER M. WINDSOR, *General Manager*
Clyde Melville Co.–Southwest **James S. Ayers Co.–Southeast**


STRONG!
STRONG* COVERAGE BIG Norfolk, Va. Market
STRONG!
STRONG* COVERAGE BIG Hampton, Va. Market
STRONG!
STRONG* COVERAGE BIG Newport News, Va. Market
STRONG!
STRONG!
STRONG* COVERAGE BIG Virginia Beach, Va. Market
STRONG!
* Powerfully Strong Ratings. Check Your Rating Book
WVEC-TV 13
GET THE FACTS . . . CALL AVERY-KNODLE
WVEC-TV . . . 2 STUDIOS . . . NORFOLK & HAMPTON, VA.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position*
company name
address
city *zone* *state*
Send to home address — —

* Occupation Required

the demonstration for Life cigarette's "Millicel Super Filter." The demonstration was used in newspapers and magazines as well as on radio and tv (BROADCASTING, Dec. 14, 1959).

The agreement reached today is for settlement purposes only. It does not constitute an admission by the companies that they have violated the law. The complaint against David Loomis, a vice president and account executive of the Bates agency, was dismissed because he had no authority to direct or control the policies of the two companies, the FTC said. It was the first time in recent years that an account executive has been joined with the advertiser and agency as a party to a complaint.

Meanwhile, Standard Brands Inc., one of four companies cited in January FTC complaints (BROADCASTING, Jan. 18, 1960), answered the complaint with a denial.

The FTC had charged that the company's "flavor gems" tv commercial for Blue Bonnet margarine was deceptive. The complaint stated that the demonstration was misleading because the "flavor gems" illustrated were magnified and were not actually moisture drops produced in the product but were drops of a non-volatile liquid substituted for the demonstration.

Standard Brands, in its answer to the FTC Friday (March 18) stated that it has used "substantially identical" advertising for several years. The FTC examined and failed to find such advertising objectionable, the company declared.

"Advertising embodying these claims and visual portrayals was several times submitted to the FTC in response to its requests," the firm asserted, "But . . . three times [the FTC] formally advised respondent that after consideration of them no action was contemplated."

Ted Bates & Co., named with Standard Brands in the complaint, filed a separate answer similarly denying any deception in the demonstration.

FTC charges denied

Olson Rug Co. last week said it plans to file an answer shortly in Chicago district court denying misleading radio advertising charges brought by the Federal Trade Commission.

The FTC filed an $80,000 suit in court March 11 claiming Olson violated a FTC order in 1956 with commercials and advertisements that misrepresented its wool carpets to customers. FTC charged Olson did not use the same wool in its carpets as that obtained from customers despite its advertising claim on radio and in magazines. Olson currently has participations in Don McNeill's *Breakfast Club* on ABC Radio and in Ruth Lyons' show on WLWT (TV) Cincinnati. The agency (for radio-tv) is Presba, Fellers & Presba, Chicago.

SCREENING SPOTS
Local level job, FTC chairman tells IBA

FTC Chairman Earl W. Kintner advised broadcasters last week to do their own screening of national spots. Addressing his fellow Hoosiers at a luncheon of the Indiana Broadcasters Assn. March 18, the chairman said that national spots do not have "the benefit of pre-screening by the network . . ." and that self-policing is in order.

Mr. Kintner called for "positive action" to eliminate advertising copy "that either is obviously phony or comes so close to the edge of credulity as to not be worth the risk of FTC action . . ."

Outlining what he called "one reasonable test" to gauge acceptable advertising, Mr. Kintner said: "Would I have reason to complain if my competitor used . . . this sort of advertising? If the advertising falsely disparages your product or lies about the quality of your competitor's product, you have a right to complain, and so does he, if you do it to him."

Compliance with the law, Mr. Kintner suggested, "does not require sack cloth and ashes." He asserted that it is only when "unrestrained showmanship begets hucksterism and deception" that the FTC must take action. However, he said, "we are not opposed to making things attractive."

The broadcaster, Chairman Kintner said, cannot remain indifferent to the material which he airs and "certainly has a responsibility to the public" for his station's total programming.

Three payola consents swells FTC list to 19

The Federal Trade Commission announced last week that it had approved three more payola consent judgments—bringing the number of such orders to 19.

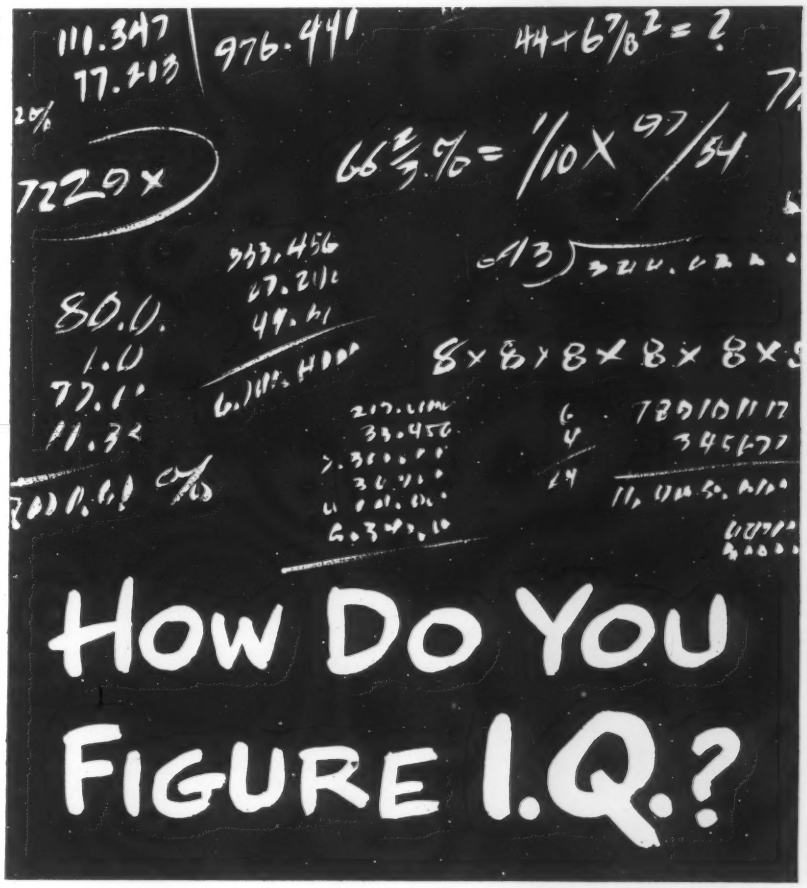
Those signing the consent orders, all Philadelphia distributors were:

Universal Record Distributing Corp., Main Line Distributors Inc. and Raymond Rosen & Co.

The three record distributors—charged earlier this year with having paid disc jockeys under-the-counter to play records—agreed to cease this practice or to require public disclosure of the fact that the performer had been paid to play the record on the air.

This is similar to the terms of the other 16 consent judgments which have been signed by distributors and record makers.

Chairman Kintner disclosed that the commission was investigating 95 additional record firms.



I. Q. may be defined as Impact Quotient . . . the percentage of available acceptability that a product achieves in a given market. I. Q. also may be defined as Influence Quotient . . . the percentage of audience acceptability earned by a broadcaster in a multi-TV station market. The correlation of these definitions . . . for market impact rely on the station with market influence.

In South Bend, Indiana, WSBT-TV is the station with the highest Influence Quotient. So evidenced by eight years of 45 to 50% audience shares; proven again in November, 1959, with a 47.8% Nielsen (share of sets in use, sign-on to sign-off). Accomplished with a full schedule of top CBS shows and "red-hot" local programs.

For product impact on the $1,613,896,000 South Bend market, use an influential WSBT-TV schedule. See Raymers or write this station for availability lists.

WSBT-TV ONE OF CBS' HIGHEST-RATED STATIONS

South Bend, Indiana • Channel 22

Ask Paul H. Raymer • National Representative

KYW is way up in Cleveland!

KYW influences more sales than any other radio station in the nation's sixth market in Total Retail Sales. Size it up--KYW is your No. 1 radio buy in Ohio's No. 1 market.

Represented by AM Radio Sales Co. Westinghouse Broadcasting Co., Inc.

WBC

FM STEREO COMMENTS FILED

Industry feeling mixed; more tests asked

FM stereo this fall. This is the FCC-industry goal as the commission's technical staff buckled down to evaluate a flood of comments filed last week at deadline time for an inquiry that has run two years.

Proposed rule-making for fm may come in 30-days, one FCC source said last week. After fm stereo standards are set, the commission has stated, it will consider standards for am and tv stereo.

Industry generally asked that more testing be undertaken before a final determination on standards is made.

Comments ranged from professional technical dissertations to pleas scribbled on postcards by hi-fi enthusiasts.

Electronics Industries Assn. and RCA said recommendations for a specific multiplex fm system would have to wait until field tests are made.

EIA's National Stereophonic Radio Committee, which assembled pertinent data on stereo, told the commission it is not yet ready to "offer any recommendations." It said that its study thus far "represents nothing more than a firm foundation" for the choice of an fm stereo system. The committee asserted that "until questions are answered . . . and until the proposed systems are field tested . . . there is not sufficient technical information available for the choice of a system."

The committee informed the FCC that six proposed fm multiplex systems had been studied by NSRC. The six are: Crosby-Teletronics Corp., Calbest Electronics Corp., Multiplex Development Corp., EMI-Cossor, Zenith, and GE (two designations). The FCC has asked NSRC for a final report on these systems no later than July 29.

RCA told the commission it is not possible to determine "the optimum" multiplex fm system from "purely theoretical considerations." Any recommendations, RCA stated, "must be substantiated by testing in the field." RCA said its study shows the feasibility of allocating three fm subchannels on the fm base and. It said, however, that the presence of subchannels may cause crosstalk in poorly aligned receivers. RCA said the study also indicated that systems with one fm subchannel tend to provide a better signal-to-noise ratio than other multiplex systems considered.

In other comments received, the commission was told that fm stereo multiplex endangers background music operations, a vital part of the fm broadcasting economy.

Muzak Corp. said that multiplex would allow the public to intercept functional music programming. Zenith, however, said it has developed a system which permits stereo broadcasting without displacing subsidiary communication services and claims it is the only system which allows functional broadcasts to remain in operation with multiplex. With the Zenith system the station can transmit a main carrier and two subcarrier signals. The fm multiplex will reproduce high fidelity from the main carrier and one subcarrier. The other subcarrier can broadcast "storecasting" without interference to or from public broadcasts, Zenith said.

Crosby Labs Inc. suggested that the FCC go slow in extending further the possible types of non-broadcast multi-

Fm stereo standards by fall

Fm stereophonic standards should be in existence this fall. This was the prophecy of David R. Hull, president of the Electronic Industries Assn., last week in commenting on the whole stereo situation at a news conference in Washington.

EIA has submitted the reports of its National Radio Stereophonic Committee to the FCC, Mr. Hull announced. It made no recommendations but offered to field test various systems. Mr. Hull said 20 different fm stereo systems were examined by panels of NSRC.

He expressed regret that the commission had not seen fit to agree to the establishment of an industry-wide stereo committee which could have resulted in an industry-adopted standard.

The EIA proposal was made because RCA and CBS refused to participate in the NSRC unless it was sponsored by the government. Antitrust problems were understood to be at the root of this refusal. Without these two companies, Mr. Hull noted, the industry could not be sure of arriving at the proper standards.

Mr. Hull's remarks were made during the EIA spring conference in Washington.

CHANNEL 5 WROC-TV AUDIENCE GROWS!

Leads New York State's 3rd largest market with 31.5% more homes reached than station X.

TOTAL TV HOMES REACHED:	
WROC-TV	327,200
Station X	248,800

NBC-ABC · CHANNEL 5 · ROCHESTER

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

SYMBOL OF SERVICE
T
T
C
A TRANSCONTINENT STATION
WGR-TV, Buffalo, N.Y. • KFMB-TV, San Diego, Calif. • WROC-TV, Rochester, N.Y. • KERO-TV, Bakersfield, Calif. • WNEP-TV, Scranton—Wilkes-Barre, Pa.
WGR-AM, WGR-FM, Buffalo, N.Y. • KFMB-AM, KFMB-FM, San Diego, Calif. • WROC-FM, Rochester, N.Y.
Transcontinent Television Corporation • 380 Madison Avenue, New York, N.Y. • YUkon 6-2121

plex operations until it has decided on an fm stereo system. It called on the commission to authorize a wideband dual subcarrier system and said that the public should have a choice of systems. Crosby maintained that the wideband multiplex system is designed solely for stereo and will not receive background music transmissions.

GE asked that the commission permit fm multiplex on a regular basis and that "the present limited purposes for which subsidiary communication authorizations are issued . . . not be enlarged until standards are evolved for fm stereo. . . ."

Several hundred high fidelity hobbyists asked for a prompt ruling. An FCC spokesman said a proposed rulemaking can be expected within "a month or two."

FORD'S FCC HOPE: LET'S GET GOING

Blow off dust, set priorities, get expediter, that's his plan

The FCC's new chairman, Frederick W. Ford, isn't at all sure what the commission is going to do about its unfinished business but there's one thing certain—less dust will gather on the dockets.

Chairman Ford has definite ideas about how radio and television stations should meet their obligations. He's made them clear many times. But right now the immediate problem is how to dispose of extremely complicated problems involving vast files of testimony, charts, statistics and filings.

After four days in office—he took over from John C. Doerfer March 14—the new chairman has come up with a gimmick he hopes will trim weeks, even months, from the inevitable bureaucratic sluggishness that marks the average federal agency.

It's quite simple—a staff assistant in charge of progress.

Pin Sticker • Roughly, Chairman Ford has in mind the creation of a job designed to keep dockets moving. First of all, once he has found the man for this role, he wants a priority list drawn up of the 17 or 18 most important problems that face the commission.

Heading the list, of course, are radio and tv allocations policies. Right behind will be a joint radio-tv program control procedure. The next 15 or so problems will be assigned priorities, with the full commission joining in the selection of priority ratings.

Allocations offer deep and delicate issues surrounded by personal, technical and economic intricacies. The new chairman isn't trying to kid himself or anyone else in Washington. He knows the political and practical hazards inherent in any mention of the term "allocations."

But he sincerely believes that every mechanical aid must be utilized from messenger to chairman if the work load is to be handled with reasonable speed and justice.

"We must have someone bird-dogging around the commission, checking up on progress or lack of progress," Chairman Ford said. "We simply want to know the status of every case. If it's moving slowly, let's find out why.

"Most of all, the commission should have material presented to it in an orderly way, ready for consideration and action. The full commission should considered—or when.

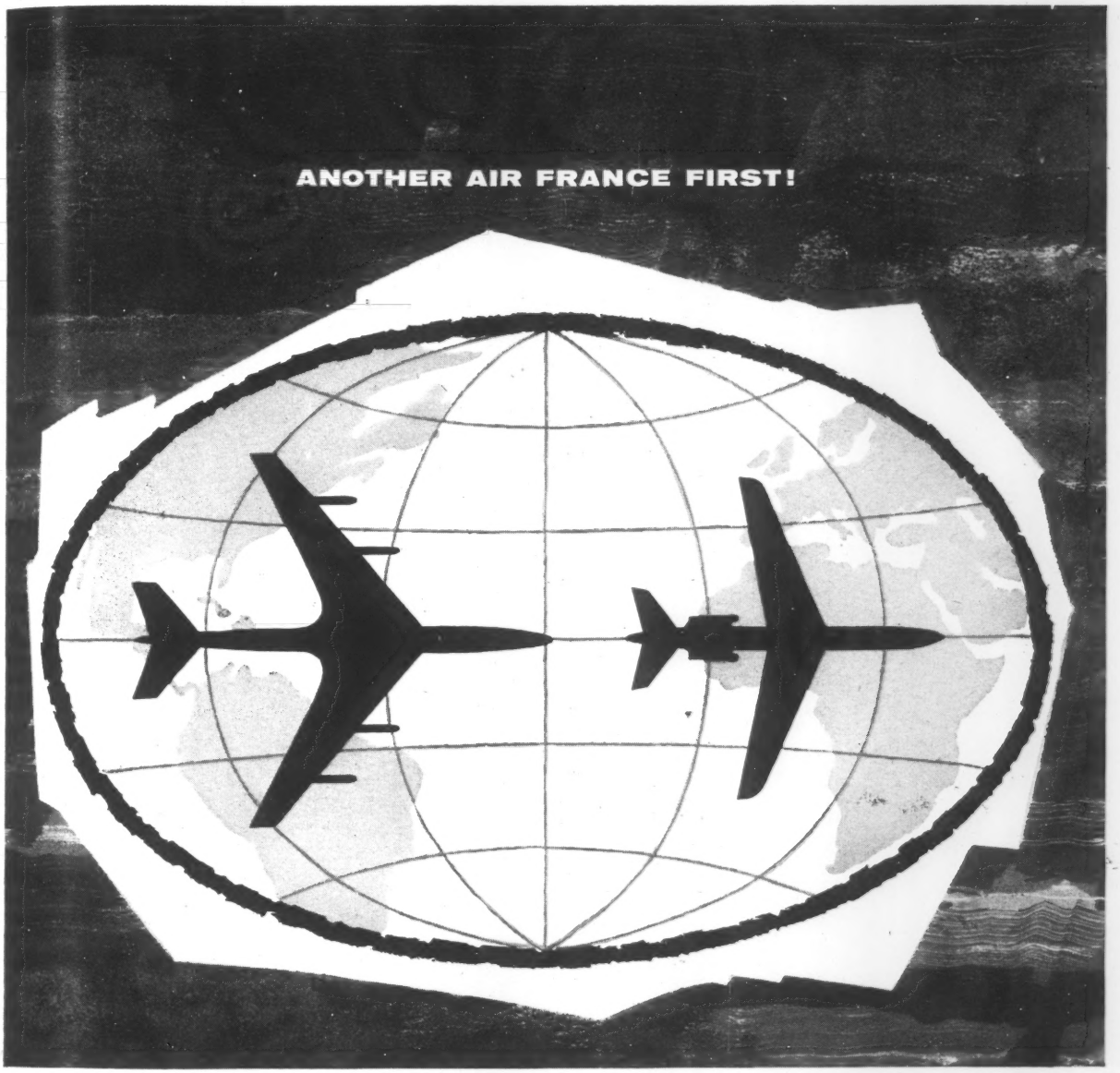
Zest for Detail • What the new chairman has in mind is not an efficiency expert of the big-business type but merely someone with zest for detail—someone methodical who will help keep traffic moving as fast as staff and budget will permit.

Chairman Ford hasn't any plans for a personnel housecleaning or a get-tough policy though these administrative philosophies have been attributed to him in the past week. "We're still shy one commissioner," he noted, but he had no comment on who might be considered—or when. The vacancy developed last week after the Doerfer resignation.

While the commission came out last week with a policy statement on strict enforcement of Sec. 317 of the Communications Act which requires identification of those who pay for broadcast mentions, Chairman Ford said he was not ready to discuss the problem in detail at this time. He merely suggested that the rule, if enforced, might deter stations from accepting free phonograph records (see FCC story, page 55).

Program Philosophy • As to the FCC's program authority, the new chairman has some specific ideas that are in conflict with those of his predecessor. In essence, he believes an applicant not only should submit evidence that he intends to serve the public interest but in addition must demonstrate he has so operated in the past and plans to continue such service in the future.

"Congress gave the commission most



THE WORLD'S ONLY JET TO JET SERVICE

Between the U.S.A. and Europe, Africa and the Middle East!

Never before has any single airline come so close to fulfilling the ultimate promise of the "Jet Age." Now a traveler can speed overseas to Europe by Air France 707 Intercontinental Jet and, without changing airlines, continue throughout Europe, Africa and the Middle East by swift Caravelle Jet. This is truly the finest, fastest, most convenient service of its kind—Jet to Jet service on Air France.

Exclusive "firsts" like Air France Jet to Jet service don't just happen; they have to be planned. Early in 1957, Air France laid the groundwork for this unique service by becoming the first airline to test and operate Caravelles in Europe. Then, when the first Air France Boeing 707 Intercontinental Jet touched down at Orly Field, a fleet of pure jet Caravelles was ready to inaugurate Jet to Jet service!

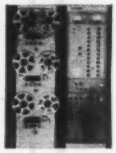
It is just this quality of leadership in planning that has helped Air France become the world's largest airline.

AIR FRANCE JET

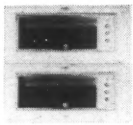
WORLD'S FASTEST JETLINER / WORLD'S LARGEST AIRLINE

SCHAFER BROADCAST AUTOMATION SYSTEM 1200

Fully automated radio station

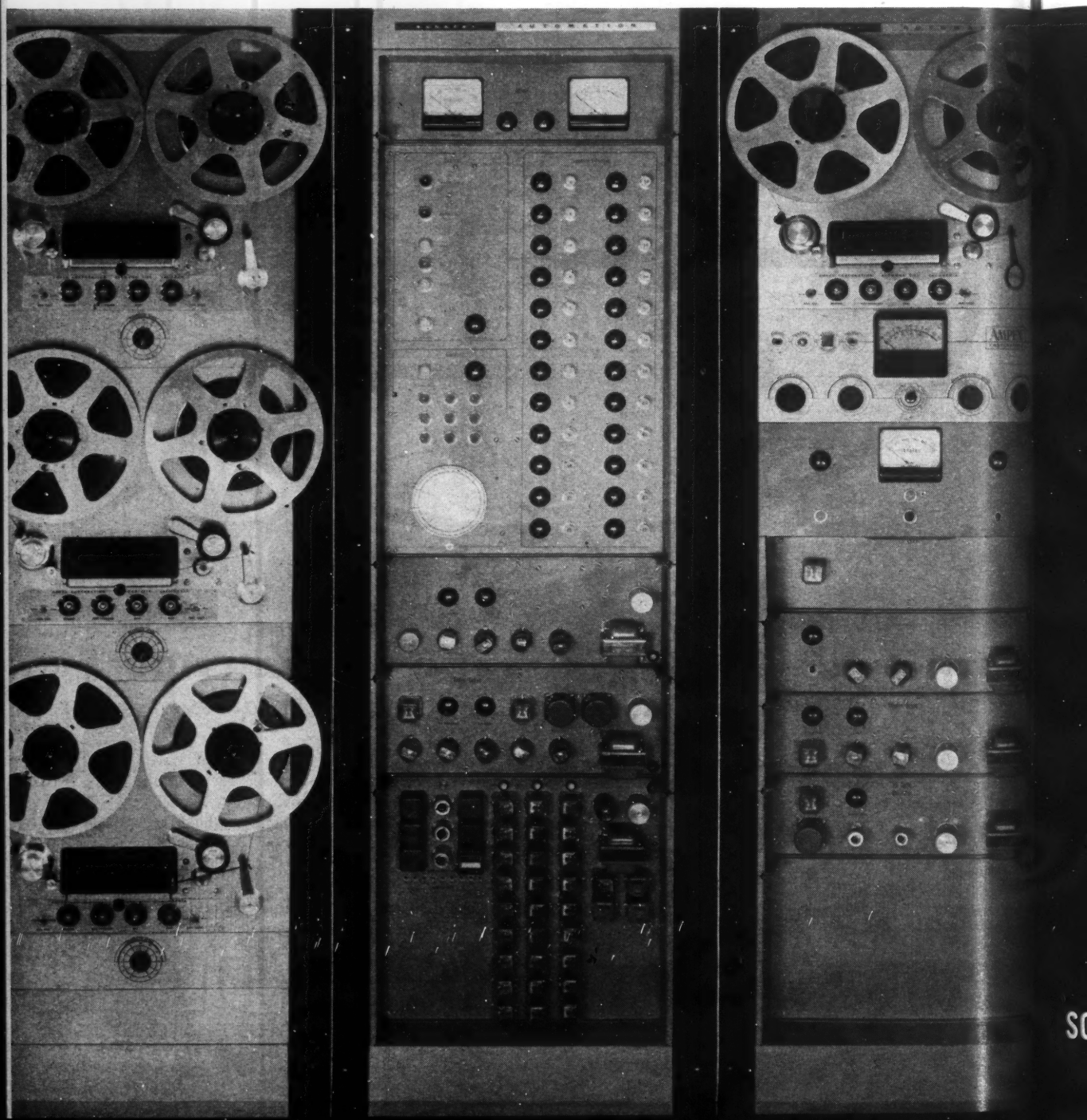


operation is now a reality. The Schafer "true automation" system provides maximum efficiency around the clock. The "1200" may be purchased, or



leased for $300 per month.

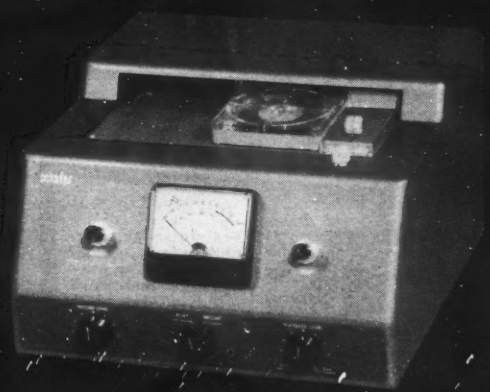
In operation at NAB Convention, Apr. 3-6, Conrad Hilton, Chicago.



NEW

SCHAFER CARTRIDGE RECORDER 2000

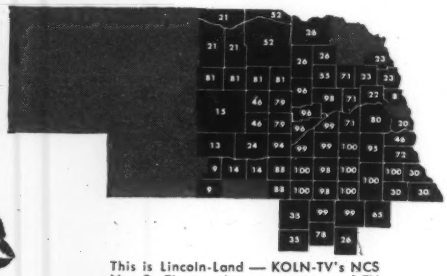
Insert a cartridge and push the button to air a spot, a program, or any material of 40 seconds to 31 minutes duration. This simplified cartridge system permits one-hand operation. Lightweight and easily portable, unit may be plugged into any standard electric outlet. A positive locking device permits system motor to run only when cartridge is in position. Cartridge reuse ends forever the disadvantages and cost of acetate recording. The Model 2000 features full track heads, providing excellent fidelity and signal to noise ratio. Instantaneous start and silent solenoid operation help maintain good station sound. Each is a completely self-contained recorder, as well as playback, providing a microphone input and line input. You can buy or lease the "2000" for $12.50 per mo. See it in operation at the NAB Convention, April 3-6, Conrad Hilton, Chicago.



schafer *custom engineering, division of Textron Electronics, Inc. 235 South 3rd Street, Burbank, California* TEC

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE
MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke .....98,000 homes
Father Knows Best..86,500 homes
6:00 p.m. News...84,400 homes
10:00 p.m. News..74,400 homes

*November Lincoln NSI

Hunt around Nebraska all you like; you'll find just two big television markets. One is in the extreme East where *three* top TV stations beckon to your budget.

The other big market—Lincoln-Land—is acknowledged to be KOLN-TV country, with no serious challengers in sight. Latest Nielsen credits KOLN-TV with *65,500 TV HOMES* during prime 6 to 9 p.m. viewing time. Compare this figure with that of *ANY* Omaha station!

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WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
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of the authority it needs with the exception of prior restraint," he said. "There's no dispute over the licensee's responsibility to program his station in the public interest, or the commission's duty to find that a grant would serve the public interest, convenience and necessity. The problem is how far the commission can go under its authority and at the same time safeguard the broadcaster's primary duty to program in the public interest."

Chairman Ford's regulatory philosophy took definite form in the spring of 1958 enroute to the NAB convention. "I took along a stack of reference material," he recalled, "and studied it on the train all the way from Washington to Los Angeles. During the NAB's FCC roundtable program I first suggested stations submit a narrative with renewal applications, showing how they determined what their communities needed and how they had served these needs in the past and planned to serve them in the future.

"The renewal form contains a provision for such narratives but it isn't generally used. I recalled that Leo Fitzpatrick, once of WJR Detroit, had said that good broadcasters integrated themselves and their stations into the community."

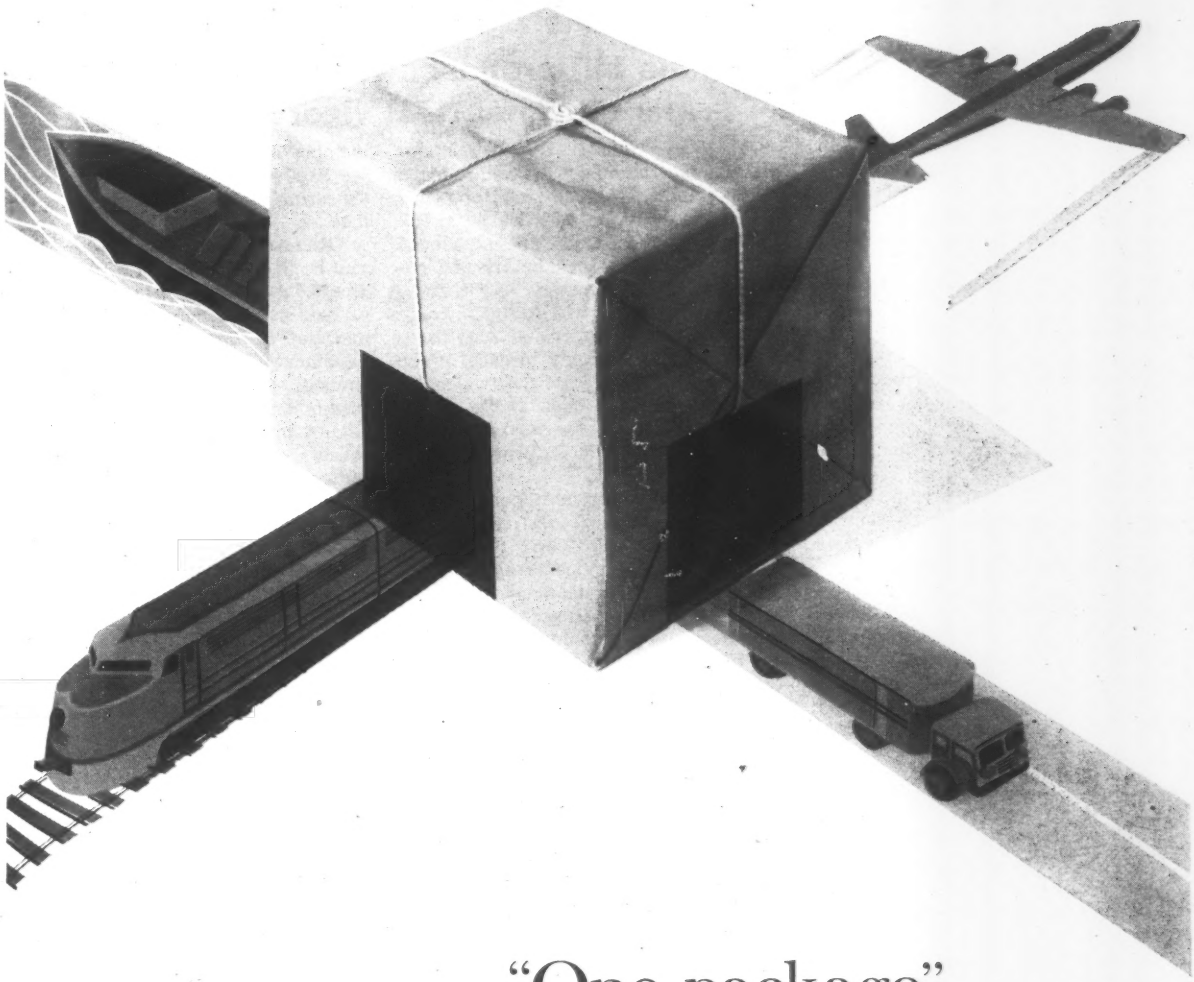
At the NAB's March 15-18, 1959, convention in Chicago Mr. Ford repeated his proposal and later amplified it in a speech before the West Virginia Broadcasters Assn. (BROADCASTING, Aug. 31, 1959) and last Feb. 11 in Philadelphia (BROADCASTING, Feb. 15).

Big Radio Problems • Chairman Ford is inclined to the belief that, aside from allocations, the commission's radio problems will be more troublesome than tv regulation. "The basic complaints against tv—quiz-rigging, bad taste and violence—are taken seriously by the industry," he said, noting that quiz-rigging has been disposed of and suggesting networks and stations will adjust to public reaction in the course of time.

Radio, however, offers more program-control problems, he explained, obviously thinking in terms of tv's impact on the older medium, intense local competition and program trends. "I had hoped our recent hearing into the commission's regulatory authority would provide more information on radio's role in the present broadcast scheme," he said. "For example, should radio have the same program standards as television?"

There are other problems—lots of other problems—that confront the FCC as normal regulatory issues run into quiz-rigging and payola scandals and as congressional heat becomes more intense.

Transfers, for example. Here Chair-



"One-package" transportation— modern answer to a modern need

Shippers today often require a combination of transportation services to move goods rapidly with greatest efficiency and at lowest cost.

"One-package" transportation is a new concept that would allow any one carrier to provide a complete shipping service -- including trains, planes, trucks, and vessels. Thus shippers could get just the transportation combination they need with a single call.

The public would also benefit – through better, swifter, more economical service.

Railroads want to offer their customers this "one-package" service. But they are not now permitted to do so. Their applications to engage in other forms of transportation, instead of being considered on the same basis as the applications of others, are generally subject to special conditions and artificial restrictions.

Shouldn't railroads be permitted – as their competitors are – to use the highways, airways and airports, and waterways which railroad taxes help build? This equality of treatment and opportunity would enable the railroads to provide shippers and the public alike with more efficient and complete transportation service at minimum cost.

ASSOCIATION OF AMERICAN RAILROADS • *Washington 6, D. C.*

man Ford feels there is need for more study. He pointed out that facts are explored in great detail during comparative hearings involving multiple applicants for a license. On the other hand, consideration of station transfers may be almost cursory by comparison.

"Should applicants be required to serve full three-year terms before they are permitted to transfer a facility?" he asked rhetorically. "And how about payoffs in cases where competing applicants have been reimbursed for out-of-pocket expense?"

No Panic • There's nothing panicky about Chairman Ford's approach to these problems. He believes nearly all broadcasters are anxious to observe commission rules and the Communications Act. "The future of broadcasting isn't in the balance," he said. "The commission isn't planning to set up in business as a supreme board of censors. Hearings by congressional committees, our own program review and the industry's self-examination point to development of a reasonable and well-defined policy giving the broadcaster the greatest freedom in programming. At the same time the commission will carry out its duty to protect the public with a minimum of interference to that freedom."

HOUSE APES SENATE FREE RIDE

Same bill proposed to give candidates gratis air time; NAB vigorously opposed

A bill for free tv time for major presidential candidates was introduced in the House Thursday afternoon by Rep. Byron L. Johnson (D-Colo.). HR 11233 is identical to S 3171 introduced in the Senate the week before and co-sponsored by 23 senators.

The Senate and House bills would require all tv networks and stations to provide an hour weekly to each of the presidential nominees of the two major parties for the last eight weeks of the election campaign — a package worth more than $3 million in prime evening time.

A call for "vigorous opposition to a statutory requirement of free time for political candidates" was issued last week by NAB Tv Vice President Thad H. Brown to all tv members. He urged members to "take all steps to contact your senators and representatives."

Chairman Oren Harris (D-Ark.) of the House Commerce Committee had been noncommittal earlier Thursday on the chances of such a bill being heard by his committee. But Rep. Johnson, a member of the committee, said he will see Rep. Harris immediately to request a hearing on the legislation at an early date.

Discussed Possibilities • Rep. Harris said he had discussed with broadcasters, whom he didn't identify, the possibility of free tv time for presidential candidates of major parties, "by legislation or otherwise." But he said he hasn't studied the legislative proposal thoroughly and probably will talk later to Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee about the proposal.

A Senate Commerce Committee spokesman for Republican members said there had been discussion of the proposal but no GOP policy has been reached and he suspected the minority party senators might take a "dim view" of the bill.

Only one Republican senator is among co-sponsors of the bill—Sen. Francis Case (R-S.D.).

Both Rep. Johnson and some senators who are sponsoring the bill say

FCC's proposal: New $1 million Conelrad tab

Broadcasters are going to have to dip down into their own pockets to the tune of $1 million or more if an FCC proposal to which little attention has been paid is adopted.

The proposal, made last December, is to set tolerances for the Conelrad alert signal. This signal is required to be broadcast by all 5,000-odd radio and tv stations in the event of a war emergency.

Once the specifications for the alert signal are set it will cost every broadcaster, it has been estimated, from $150 to $300 to install the new equipment to provide the alert signal within the tolerances required.

Some engineers have expressed the possibility that meeting a severe standard may even boost this cost to $500.

All radio and tv stations are required to broadcast to the populace an attention-calling signal on receipt of a Conelrad alert. The signal is a sequence of on-off carrier breaks, plus a 1,000-cycle tone plus the announcement of a specified message.

All of this must be done within a set time sequence which calls for "push button" automatic operation.

Citizen Alert • One of the purposes in establishing standards for this operation is to permit citizens' alert receivers to be triggered automatically. These alert receivers are used in homes and public places.

In order to keep the expense of these reeeivers low, the FCC decided to place the burden of the system on the broadcast transmitter.

Another reason for tightening standards is to try and reduce the time necessary for the alert cycle in the light of super-sonic planes and missiles.

Comments Due April 11 • The original deadline for comments on this proposed rulemaking was Feb. 8. The commission last month postponed this deadline to April 11.

Thus far very few comments have been received, the FCC has stated.

So serious is this considered by the commission that Defense Commissioner Robert E. Lee on March 10 sent a letter to all state industry Conelrad advisory committee chairmen calling attention to the significance of the proposed rule-making.

The subject was discussed by the NAB board two weeks ago. The board approved an engineering department recommendation that it alert all members to this proposal and to aid in preparing a response.

Upon receipt of a Conelrad alert, all am, fm and tv broadcast stations must go through the following procedure:

- Carrier off—5 seconds
- Carrier on—5 seconds
- Carrier off—5 seconds
- Carrier on with 1,000 cycle tone—15 seconds
- Delivery of fixed announcement to listeners.

The proposed tolerances permit ¼ of a second variation for the carrier on-off cycle; one second for the tone signal: .2% for the 1,000 cycle tone, with 5% distortion at the oscillator and 75% modulation.

Broadcaster participation in this routine is mandatory under Sec. 3.932 of the FCC's rules and regulations.

Since early 1951 the routine of Conelrad alerts has been accomplished manually. Each step has been taken on an approximate time basis and with no set specifications for signal tolerances.

In recent years many stations have improvised an automatic "push-button" arrangement which has speeded up the cycle. No standardization, however, has been involved.

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they were inspired to propose the free tv time measure by articles authored by former Democratic presidential candidate Adlai Stevenson in *This Week* Sunday newspaper supplement. But whereas Mr. Stevenson proposed that the time be in a "debate" format, with one party nominee following the other on the air, the bills make no such provision.

Johnson Explains • One reason the bills didn't follow the Stevenson proposal (which proposed 30 minutes consecutively on a weekly basis for each candidate, with 15 minutes each for rebuttal, totaling 1½ hours weekly) was explained by Rep. Johnson this way last week: "You can't legislate debate." Elaborating, he said that some candidates may not be able to think quickly or independently enough to make a good showing in a debate format. The inference was that a party which might have such a nominee would be committing suicide to stack him up against a more agile opponent.

Rep. Johnson said he decided to introduce the bill after a friend named Lincoln sent him the Stevenson articles and asked him to do something. He responded by introducing the Senate version in the House. Rep. Johnson said he considers five 15-minute evening speeches he made on a Denver radio station to be the most valuable investment he made during his own candidacy in the last election. He also used four 15-minute evening periods on a Denver tv station. Spot announcements, he said, are not long enough for a candidate to discuss the issues in a campaign.

Tv network rates for an hour of prime evening time are $110,770 on ABC-TV, $130,000 on CBS-TV and $129,880 on NBC-TV, which would make a total of $2,965,200 for the eight weeks. Independent tv stations, which also would be required to carry the programs, would bring the total value of time well above $3 million.

Uh-Oh! The Nutty Squirrels Cartoon Package Coming!

NO GRAVY TRAIN RIDERS

Blockbooking re-negotiation hopes fade

U.S. District Judge Archie O. Dawson last week dashed cold water on the government's hopes of obtaining re-negotiation of contracts between tv stations and six distributors of feature films to tv.

This key issue in the anti-trust trial in New York, hinging on alleged blockbooking practices by distributors, was raised by Louis Nizer, a defense counsel, during cross-examination of E. K. Jett, vice president and general manager of WMAR-TV Baltimore and a former FCC commissioner. Mr. Nizer asked if Mr. Jett wanted re-negotiation.

Mr. Jett replied, "We are not asking for re-negotiation. But if, as a result of this trial, re-negotiation should be permitted, then we want to get on the gravy train."

Judge Dawson, who had indicated in pre-trial hearings that he was disinclined to grant re-negotiation, directed this comment to Mr. Jett: 'All right. I guess you can go back to Baltimore now. Don't count too much on any gravy train."

The second week of the trial conformed to the pattern fashioned during the first week (BROADCASTING, March 14). Station executives called by the government testified, in essence, that they acquired features they did not want in order to obtain those they did want. In cross-examination, defense counsel sought to elicit from certain witnesses whether they were "satisfied" or "dissatisfied" with the films they had bought after all the discussions, proposals and counter-proposals had ended. Some witnesses replied they were "satisfied," and others said they were "completely satisfied" or "fairly well satisfied."

Among the other witnesses who appeared during the week were David Stickle, film manager, WMAR-TV; Norman C. Kal, formerly executive vice president, WAAM-TV Baltimore (now WJZ-TV and now owned by Westinghouse Broadcasting Co.); James J. Kilian, operations manager, WJZ-TV Baltimore and WISN-TV Milwaukee; James E. Kovach, formerly of WBAL-TV Baltimore; Sidney Barbet, former consultant to WBAL-TV; Irvin Abeloff, vice president and managing director, WXEX-TV Petersburg, Va.; John Downing, program manager, WBOC-TV Salisbury, Md.; Norman L. Bacon, film buyer, WHTN-TV Huntington, W. Va.

The government originally had planned to call more than 100 witnesses but, during the week, Justice Dept. attorneys indicated they would reduce that number to accelerate the trial.

• Government briefs

Oppose allocation • KONO-TV San Antonio, Tex., and Assn. of Maximum Service Telecasters joined forces to file comments with the FCC opposing the allocation of ch. 12 to Waco, Tex. Waco Broadcasting Co. (WACO) petitioned for the change. KONO-TV said that Waco receives three television stations and "it would cause chaos if the commission . . . were also to consider a plethora of 'interim' proposals for small markets." There has been no indication that Waco could support a third vhf channel, the opposition maintained. Both parties said that Waco Broadcasting is proposing to squeeze in a co-channel facility at 25 miles less than the 190 co-channel separation minimum.

Contempt conviction • Frank Grumman, RCA radio operator and secretary-treasurer of American Communications Assn. Local 10, New York, was found guilty Wednesday of contempt of Congress by Federal Judge Joseph C. McGarraghy, Washington. He will be sentenced after a probation report is made. At a 1957 hearing of a subcommittee of the House Un-American Activities Committee, Mr. Grumman refused to answer a question about the truth or falsity of testimony of another witness who said Mr. Grumman was fellow member of a communist cell between 1936-40.

Ask dismissal • KPOI Honolulu asked the FCC to dismiss its order to show cause why its call letters should not be changed because of confusion with KPOA Honolulu. Dispositions taken from a number of witnesses, KPOI stated, show there is no confusion between station calls. The petitioner also said that KPOA has stated that it has no objection to a show cause dismissal.

These are the hands of a billiard champion. Hands that reflect the experience of the years . . . the dedication of the mind . . . the desire of the heart. These are the elements which produce that quality touch! You'll find them, too, in that which sets great television and radio stations apart from the rest!

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RADIO-TV INQUIRY CONTINUES

Eight more statements accepted by FCC; Station ownership of BMI attacked again

Continued attacks against station ownership of Broadcast Music Inc. featured additional statements made a part of the hearing record last week in the FCC's continuing inquiry into radio and tv.

A brief session was held in Washington Wednesday (March 16) for the express purpose of accepting for the record eight statements, four of which were anti-BMI. The commission sat *en banc* for public testimony in the inquiry from Dec. 7, 1959 through Feb. 1. Chief Hearing Examiner James Cunningham presided at last week's session, during which no witnesses appeared in person.

The hearing will be continued in Los Angeles at a date still to be announced.

The American Society of Composers, Authors & Publishers submitted an additional brief last week in which it sought to document its earlier charges that payola is "rampant" in broadcasting. Making similar charges in original statements were songwriter Gloria Parker and Barney Young, music performance rights executive.

NBC Memorandum of Law • At the request of Commissioner Robert E. Lee, NBC submitted a brief comparing its position taken earlier with those of Whitney North Seymour, NAB counsel, and W. Theodore Pierson, communications attorney (BROADCASTING, Feb. 1). NBC pointed out that the three legal positions "are in most points substantially in accord, differing principally in emphasis and terminology."

The most significant differences developed, NBC stated, on whether the FCC's program authority in comparative hearings is broader than its authority in renewals and uncontested grants. NBC and Mr. Seymour took the position the commission may act only in comparative cases, while Mr. Pierson, the network said, was of the opinion the commission has no authority to consider programming balance in any case.

NBC and the NAB counsel also conceded more authority to the commission than did Mr. Pierson on the question of FCC consideration of past program proposals in renewals.

American Society of Composers, Authors & Publishers • ASCAP told the commission that "at least" 53% of the 277 most popular records of 1959 were released by companies formally charged with making payola payments or from disc jockeys who have admitted receiving unauthorized payments. The music licensing society based its charge on the public statements made by the Federal Trade Commission, the House Oversight Subcommittee and the FCC.

As a witness before FCC probers in January, Stanley Adams, ASCAP president was questioned closely on his charge that "payola is rampant" in the broadcast industry. Under questioning by FCC counsel Ashbrook Bryant, both Mr. Adams and ASCAP general counsel Herman Finkelstein admitted that the only evidence they had to support their payola charge was past court pleadings, newspaper clippings and trade articles. Mr. Finklestein was ordered to supply the commission with any other documentation available any other documentation available.

ASCAP said last week that the proposed "disclosure rule" and proposed payola rulemaking announced Feb. 5 by the FCC "would appear to sanction the practice of payola so long as there is a 'disclosure'." All that appears in the proposed rule, ASCAP asserted, is that "disclosure could take the form of a routine statement that 'This performance is a paid advertisement', and would soon become meaningless to the public." Whether such a rule is a step forward or backward is a "serious question" ASCAP maintained.

The society also proposed that the FCC draft a regulation prohibiting broadcasters "from combining for the purpose of . . . control of an organization engaged primarily in licensing the public performance of copyrighted musical works." ASCAP has charged that the "collective policy" of BMI and stations has led to "payola becoming rampant as a big business operation."

Herbert Cheyette, Attorney for Sam Fox Group of Music Publishing Companies • The FCC "can and should" amend its rules to provide that no broadcast station can make a licensing agreement with a performing right society unless the society guarantees that money derived from stations be paid to copyright owners of the music on a "per use" basis.

Mr. Cheyette also recommended that the commission require "each and every radio and television station" to file notice of every use of music.

Prof. Elmer E. Smead, Dartmouth College • The implication of past court decisions is that the FCC can expect the courts to recognize a very broad discre-

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Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

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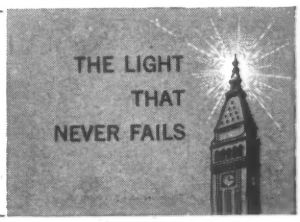

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tion in the setting of program standards, Prof. Smead told the commission in a supplement to his formal statement last December. He listed several court cases as legal backing for his contention that the FCC should regulate programming (BROADCASTING, Dec. 21, 1959).

He urged the FCC to issue a statement of program standards. Such a procedure is common practice for regulatory agencies, the professor said, and pointed out the commission itself has used such a method in the past. A statement of policy would be more easily formulated and modified than if programming rules should be incorporated in commission rules, he said.

Dr. Wilbur Schramm, Stanford U. • A speech which Dr. Schramm, director of Stanford's Institute for Communications Research, delivered last spring before the American Assn. of University Women was made a part of the FCC hearing record. He said that of all the many studies of tv's influence on children, none have been able to show much effect.

He pointed out that "we must be cautious" in blaming television for juvenile delinquency and other ills of our nation. "Therefore, I suggest that you do not think in terms of what tv does to children, but rather what do children do with television?" Dr. Schramm said. "A child who is interested can inform himself extensively through television . . . A child who is maladjusted and tending toward criminality can pick up from television a suggestion as to how to commit a burglary."

Dr. Schramm hit back at those who maintain that broadcasters (1) are interested only in making money and (2) always program only for the largest possible audience. "I can testify from my own experience that there are hundreds of men and women in important positions in the media who are looking hungrily for encouragement when they push standards up a bit . . . "

New York City Mayor's Committee of Religious Leaders • The committee urged the FCC to give "serious attention" to the questions of program balance and content.

"We are aware that the excesses in program content, and the deficiencies in program standards have all come about in an industry that has been supposedly dedicated to the principle of self-regulation," the committee said. Therefore, it recommended, the FCC should encourage and supervise industry self-regulation "in some manner consistent with constitutional rights."

The committee, composed of 104 New York religious leaders, said that it was concerned because only four of the seven New York tv stations belong to the NAB Code. "Even some of these four, while members of the industry code association, have at times been guilty . . . of a disregard for public interest . . . while at the same time citing their code membership in answer to criticism leveled against them."

Barney Young, Music Performing Rights • In continuing the attack against BMI, Mr. Young charged that ownership of BMI by broadcasters is illegal and results in complete domination of music performance rights. He said that in the past 20 years, "broadcasters, BMI and NAB have not permitted the birth and existence of any new music performing rights organizations—not a single one." He said ASCAP "exists sheerly through the tolerance of the broadcasting and BMI."

Songwriter Gloria Parker • "The broadcasting industry has imposed a rigged logging and lottery racket system of payment on thousands of helpless, starving American songwriters . . ." Miss Parker charged in her written statement. She claimed that the mass of small songwriters never get paid performance rights when their songs are played on radio-tv.

The witness recommended that stations be required to submit monthly reports to the FCC of all music compositions played and that such lists be made available to songwriters. Miss Parker said, "There are over 100 million plays annually but the monies are being paid to the wrong guys—to the big guys."

Miss Parker, who said that she had written "many hundreds of songs," further charged that the "present situation leads to payola on tv and radio networks and is shockingly against the public interest. . . ."

Miami ch. 7 rehearing scheduled for June

The Miami ch. 7 rehearing has been scheduled to start June 16 in Philadelphia. It will determine whether there were any improper approaches to FCC commissioners in the hotly contested comparative hearing of four years ago.

This was decided at a prehearing conference March 16 in Philadelphia by attorneys for the FCC, the four parties and special FCC Hearing Examiner Horace Stern.

The June date was chosen, it was explained, in order to remove any possible influence on the U.S. District Court jury which is scheduled to hear criminal conspiracy charges against former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside. Their second trial begins April 25. The first resulted in a hung jury.

Messrs. Mack and Whiteside are

charged with conspiring to influence the grant of Miami ch. 10 to National Airlines.

Charges that there were *ex parte* representations made to the FCC during the Miami ch. 7 hearing were made before the House Committee on Legislative Oversight in 1958.

Witness List • FCC Counsel Edgar W. Holtz announced that the following witnesses will be called in this order:

Ben Fuqua, Florida Power & Light Co. executive and friend of Mr. Mack; Niles Trammell, president-general manager and 15% owner of winning applicant Biscayne Television Corp. (WCKT [TV]) and former president of NBC; John S. Knight, publisher of the *Miami Herald* and 17.5% owner of WCKT; John D. Pennekamp, *Miami Herald* associate editor; Perrine Palmer, Miami businessman and friend of Mr. Mack; Jack Stein and Leo Adeeb, principals in South Florida Television Inc., one of the unsuccessful applicants; Miles Draper, Tampa attorney, and Richard Mead, principal in East Coast Television Inc., another unsuccessful applicant.

Possible alternative witnesses include the following:

Stephen Angland, former oversight subcommittee investigator; A. Roy Cohn, New York attorney and one-time counsel for the Senate (McCarthy) committee investigating communists in government; James M. Cox Jr., publisher of the *Miami News* and 25.5% owner of WCKT; Arthur W. Scharfeld, Washington attorney who was counsel for East Coast Television, and Bill O'Neil, Miami businessman who was approached to become a stockholder in South Florida Television. Mr. O'Neil is the brother of Thomas F. O'Neil, president and chief owner of RKO General stations.

The fourth applicant in the Miami ch. 7 proceeding was Sunbeam Television Corp., headed by Miami businessman Sidney Ansin.

The Trammell-Knight-Cox group won the ch. 7 award in 1956. This was reaffirmed in 1957 after the U.S. appeals court in Washington remanded the case for further consideration of Mr. Trammell's relationship to NBC. Sunbeam appealed this second decision. This is still pending.

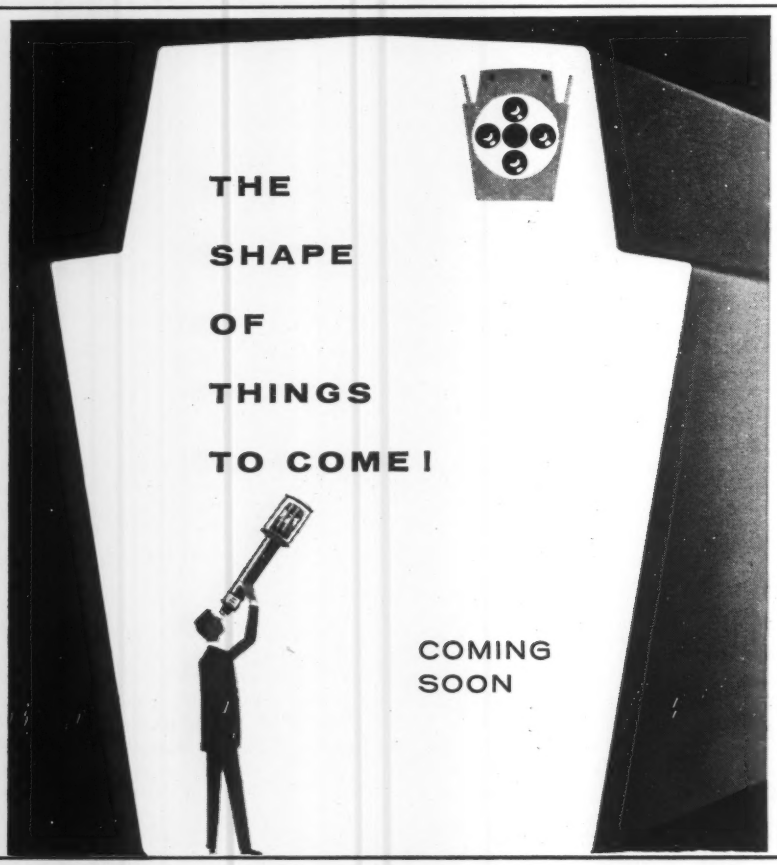
Antitrust case starts against film merger

The Justice Dept. opened its antitrust case against Columbia Pictures, Screen Gems and Universal Pictures in New York last week. They are charged with violating federal anti-merger law.

Government attorneys asserted to the court that the acquisition by Screen Gems of the exclusive rights to the Universal pre-1948 library in 1957 lessened competition, thereby abrogating Sec. 7 of the Clayton Act. SG is also the distributor of the pre-1948 features of its parent company, Columbia Pictures.

The government called three expert witnesses from New York City stations on Tuesday and Wednesday (March 16) in a move to show that tv outlets regard feature films as programming material that is different and distinctive from other types such as network shows or syndicated films. Witnesses were: William N. Davidson, vice president and general manager, WRCA-TV; Ivan Reiner, program manager, WOR-TV and William C. Lacey, film manager, WCBS-TV. In cross-examination the defense attempted to demonstrate that feature films are not different from other types of programming and the categories actually are interchangeable.

The defense position is that the acquisition by Screen Gems does not lessen competition in the feature film distribution field. The first defense witness was Burton Hanft, vice president and treasurer of Screen Gems, who testified about general business policies.



Hurry-up efforts bring new FCC form revision

A new effort to cut the time required for processing standard broadcast applications was announced by the FCC last week. Engineering data showing potential interference will now be more detailed and will be submitted on a uniform basis.

Using the M-3 map portion of the application as a basis, engineers will pinpoint all stations studied for interference. In the past, engineers had only to show those stations which would receive interference from the new or changed facility.

A commission spokesman stated Thursday (March 17) that the new plan will help FCC engineers speed up their processing. Since all stations checked will be noted on the maps, commission engineers will not be forced to check for 'near misses" by the applicants.

The revisions go into effect April 25, 1960. All applications tendered for filing after May 25 must contain the required engineering showing. Applications listed on the "cut-off" lists published periodically by the commission, and any applications involving an engineering conflict with those lists, must be amended by a date specified in the lists. All other applications awaiting processing must be amended by October 25. Specifically, the revision has been made to section V-A of FCC form 301.

America's modern way of doing business

Construction equipment manufacturer gives customers swift, direct-from-factory service via AIR EXPRESS.

Air Express gets road scraper back to work fast!

This giant dirt-moving scraper stands idle. A replacement was needed for a vital part. The local distributor found the item temporarily out of stock. But one phone call and AIR EXPRESS, the nation's most complete air-ground shipping service, sped a replacement direct from manufacturer to construction site. Once again, dependable, convenient AIR EXPRESS saves a modern business time and trouble. Small wonder that so many of today's sales-minded concerns use this low-cost service even for day-to-day shipments. Why don't you let AIR EXPRESS —jet-age wings of modern marketing—get your firm's products FIRST TO MARKET . . . FIRST TO SELL!

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

WINTER VS. SUMMER VIEWING

Nielsen says weather, not programming, causes summer tv slump

Are summertime audiences smaller because of poor programming, or is summertime programming poor because the audiences are smaller?

Assuming for the sake of argument that summer programming is "poor," A.C. Nielsen Co. officials think the second question is more deserving of a "yes" answer than the first. This even though it's popular sport among television's critics to speculate that the summer viewing slump is directly traceable to programming.

Nielsen is releasing today (March 21) a special study that indicates it's the weather, not the programming, that reduces viewing in summer.

It also shows, among other things, that the much-maligned hot-weather institution, the summer re-run, fares better than that less criticized phenomenon, the summer replacement. But programs that stay on year-round, without replacements or repeats, fare best of all, the study finds. Here are the breakdowns reported by Nielsen:

- Programs using summer repeats: 36% fewer homes delivered in summer than in winter;
- Summer replacement programs: 41% fewer homes in summer than in winter;
- Programs presenting new material all year: 26% fewer homes in summer than winter.

Nielsen authorities cite several reasons for attributing the summer viewing slump to the weather rather than to programming. Two principal reasons shown by the study:

- The drop-off in audiences is worse before darkness falls. The logical assumption is that people are using summer's extra hours of daylight for swimming, tennis, backyard barbecues and other outdoor activities. In later evening hours the fall-off in viewing is smaller.
- In areas where the year-round climate is more temperate—notably the Pacific Coast and the South—the summer slump is less pronounced than in areas where summer follows rigorously cold winters. Apparently people accustomed to outdoor activities on a more-or-less year-round basis are less impelled to pursue them so disproportionately in summertime.

One-third Drop • In general, Nielsen found that at its lowest level the summer audience is approximately one-third below the maximum winter level. The summer low occurs in July-August. It is reached after a gradual swing down from the annual high, which occurs in January-February. In 1959, for all network programs between 7 and 11 p.m., the swing was from 64.4% of homes using television in January to 41.1% in July.

But the seasonal decline is twice as great for early-evening programs as for those in late evening. Between the hours of 7 and 8 p.m., for example, 1959 home tv usage ranged from a high of 62.8% in January to a low of 32.1% in July. Between 10 and 11 p.m., however, the extremes were 55.8% in February and 43.9% in July. Thus the summer slump in the 10-11 period was 21%, compared to 49% in the 8-9 time.

Thursday and Friday show the biggest summertime dropoffs, especially in the 7-8 p.m. periods. In this early-evening time, the slump ranges from Wednesday's 44% below the winter figures to Thursday's 52% below. In the 10-11 time, the range is from 18% off (Sunday, Monday, Wednesday) to 22% off (Friday).

There also are geographic differences indicated.

Geographic Differences • Examining viewing trends according to geographic region, the report summarizes its findings as follows:

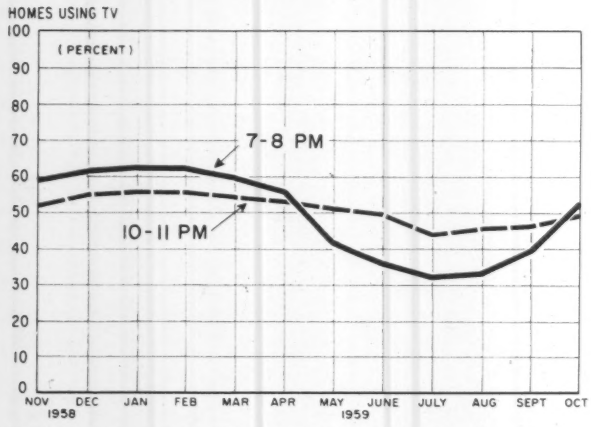
"Early evenings: The potential audience during the summer is 26% higher in the South and Pacific areas than in the rest of the country. In these two areas tv usage drops 35% below winter viewing levels as compared to 45% elsewhere.

"Late evening: The potential audience offered during the summer is relatively uniform geographically. However, the seasonal decline is only 15% in the South and Pacific areas versus 25% elsewhere."

In both day parts—early and late evening—audience composition remains pretty much the same in both summer and winter. The report says: "Characteristics of home comprising the audi-

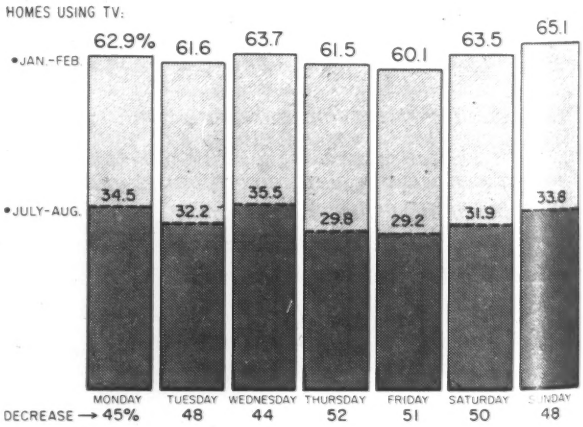
Viewing trend: early vs. late

(All evenings last year 7-8 and 10-11 p.m.)



How 7-8 p.m. fared by season

(Percent of total tv homes using tv)



New York time used in eastern and central time zones; local time in Pacific time zone.

ence (age of head of house, size of family, etc.) show little change from winter to summer. While there are fewer individuals viewing per set during the summer, the proportion of men, women, teens and children in this audience shows little change."

Share of Audience • While the number of summer viewers is less, the share of audience may be off only slightly—or even higher than in winter, the report indicated.

Nielsen looked at the performance of 56 programs which used re-runs during the summer. The re-runs had a 36.5% share of audience as compared to a 37.5% share recorded in January-February when the episodes were new. The summer decline amounted to only 3% in share of audience although the dropoff in viewers was 38%.

The study then turned to summer replacements—15 programs substituted by their sponsors for the summer only. The original shows had averaged a 37.1% share of audience in January-February; the summer replacements dropped to an average of 32% in July-August. This was a 14% drop in share, compared to a 40% drop in number of viewers.

The best summertime performance in Nielsen's studies was turned in by programs that continued to present new material during the hot weather—11 programs that were neither replaced nor repeated. These shows had a 32.4% share in January-February, but in July-August they commanded a 35.2% share—a gain of 9% even though they were seen by 27% fewer people.

The study also shows that advertisers can pick up new viewers in the summertime. One sponsor, for instance, replaced two shows and ran repeats on a third: During the winter he reached 75.8% of all tv homes and in the summer he reached 65%—but 17% of his summer viewers were being exposed to his programs (and commercial messages) for the first time. Another advertiser, using nothing but re-runs during the summer, had a monthly audience that was 11% lower than in winter and viewed 24% fewer episodes, but included 25% new homes, according to the Nielsen data.

Toreador's tv antics rile humane society

All the action in Metropolitan Broadcasting Corp.'s presentation last Monday (March 14) of "Bullfight" on WNEW-TV New York and WTTG (TV) Washington was not on the tv screens. Pros and cons locked horns over the issue, but the show went on as scheduled. Several tv critics in New York newspapers gave it some of their highest accolades of the tv season. The post-telecast letter reaction at WNEW: 124 for, 39 against. At WTTG the letter count was 9 favorable, 15 opposed.

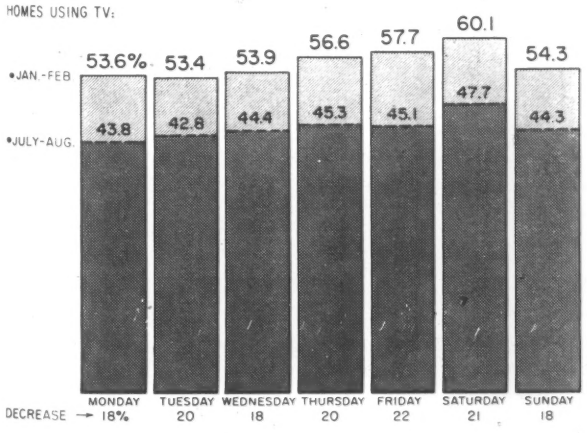
In advance of the telecast, WNEW-TV screened the controversial tape of the Mexico City bullfights for the public relations director of the American Society for the Prevention of Cruelty to Animals in New York. After this preview ASPCA registered its disapproval by sending letters of protest to the station; to the Mennen Co., which sponsored a half-hour of the show on WNEW-TV, and to Grey Adv. Agency Inc., Mennen's agency. An ASPCA spokesman said Thursday (March 17) that the station told the organization that it was committed to show the program and that it would be shown regardless of the number of protests. "Bullfight" was not sponsored in Washington.

Scene from 'Bullfight' tape

Cites NAB Code • Newscasts on the Herald-Tribune Radio Network (WVIP Mt. Kisco, WVOX New Rochelle, WGHQ Saugerties and WFYI Mineola, all New York) aired a beeper protest from the president of the Westchester County Society for the Prevention of Cruelty to Animals. Mrs. John V. Schoepperle quoted paragraphs S & Y of the program material acceptability section of the NAB tv code, which she said were violated. Section S stipulates the elimination of visual or oral effects which would shock or alarm the viewer. Section Y holds that the use of animals on tv "shall be in conformity with the accepted standards of humane treatment." WNEW is not a code station.

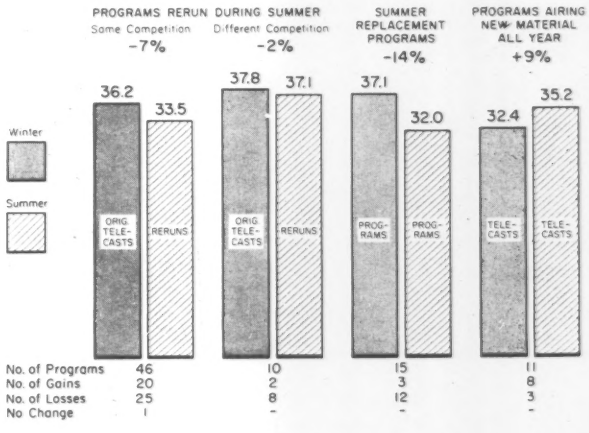
How 10-11 p.m. fared by season

(Percent of total homes using tv)



Program types: audience share

(How July-August did vs. January-February)



Unsold products cost you money. Unclaimed by customers, they're the goods that eat up your profits and space . . . time and confidence. Put the **KTVH Brand** on your goods and corral the profits, just as thousands of manufacturers, producers, distributors, and merchants have done.

KTVH

the brand that sells in WICHITA

The **KTVH** branding iron is always hot. Just get the brand on your goods or services, and sales will begin to sizzle. **Meanwhile, back at the ranch . . .** you'll round up increased profits from new customers and lasso repeat sales, as well; for **KTVH** is a brand of confidence. As sure as the **good guy** wears the white hat, you'll protect your profits from slow-sale rustlers . . . and you'll spur on prospective customers who know from experience they can rely on the **KTVH** brand. Buy **KTVH** with unduplicated CBS coverage in Wichita and 14 other important Kansas communities.

BLAIR TELEVISION ASSOCIATES
National Representatives

CBS
KTVH KANSAS
■ WICHITA AND HUTCHINSON ■

UA PLANS STATION OWNERSHIP

Move closely follows purchase of Ziv Tv

United Artists Corp. last week announced it was ready to move into station ownership. The announcement came only a week after it established itself in big-time tv film distribution by acquiring Ziv Television Programs Inc. (BROADCASTING, March 14).

UA's president Arthur B. Krim announced the formation of a special division that he said would acquire tv and radio stations "in whole or in part" in this country and abroad. Bruce Eells, who has resigned from UA's tv subsidiary, which he headed before the Ziv takeover, was named "director of broadcast station acquisitions."

MR. EELLS

Interviewed last week, Mr. Eells said UA has placed no budgetary limitations on proposed ownerships except that "stations must have economic feasibility" and be in the best interests of the company.

Mr. Eells said UA considered broadcast stations an integral part of the entertainment business and part of expansion. UA's corporate strength in the tv field has been building up for some time. An affiliate—United Artists Associated — distributes pre-1949 Warner Bros. library and other theatrical features and cartoons to tv. UAA, formerly Associated Artists Productions, was acquired by a stock transaction. The firm also set up a tv film series financing and distributing arm—United Artists Television—that now has been integrated into the Ziv-United Artists television operation, UA's latest acquisition.

Keyed to Profit • UA's move into the station field, according to Mr. Eells, will not be limited to major markets nor to large stations. Full or partial ownership deals will be keyed instead to the economics and profit potential, he explained.

In the past two years, Mr. Eells, on behalf of UA, has been "watching station trends and making cursory studies, holding discussions and seeking advice from prominent people in the broadcast field."

Mr. Eells was instrumental as executive vice president of United Artists Television in launching in one year two shows on the networks (*The Troubleshooters* on ABC-TV and *The Dennis O'Keefe Show* on CBS-TV) while placing a third, *Tales of the Vikings*, in syndication. Now that the tv film operation is in "good hands," (Ziv's) Mr. Eells is free to devote full time to other expansion activities.

UA's revenues last year were placed at some $60 millions, the parent firm running a record company as well as financing and distributing motion pictures made by independent producers. Mr. Eells, whose background includes sales manager, KHJ Los Angeles, and business manager of Young & Rubicam's Hollywood radio department, has been active in the tv film field. A former Ziv tv executive, Mr. Eells served as vice president and director of Television Programs of America before joining UA.

His headquarters will be set up at UA's offices at Samuel Goldwyn Studios in Hollywood.

Even as UA formed its new division, it was recalled that UAA's Norman Katz, director of foreign operations, and Ira D. Beck, supervisor for UA tv's activities in Latin America, have been on a five-week tour of all Latin American territories. In addition to offering UA and UAA product (deal whereby Spanish language dubbing operations would be set up) the two men have been exploring possibilities of UA joining with "local interests" in acquiring Latin American tv stations.

WBC's tv science show

"In the hope of inspiring gifted students to pursue careers in science," and as "a dynamic visual aid for teachers," Westinghouse Broadcasting Co. is launching a public service and educational series of 10 half hour programs under the title *Lab 30*. To produce the series, which will be made available for national distribution to commercial and educational stations across the country, WBC utilized personnel and facilities of Westinghouse Research Labs in Pittsburgh.

Emphasis in the series is on science in depth, ways of thinking, patterns of knowledge and relationships rather than on superficial treatment of scientific subject matter, according to WBC. Demonstrations, with host Hugh Downs conversing with distinguished research scientists, will cover many advanced scientific concepts. *Lab 30* is produced and directed by Ben Park, former director of NBC Public Affairs.

WNJR
1st in new york
dec. negro pulse
(BASED ON U.S. CENSUS)

• Film sales

Home Run Derby (Ziv-United Artists Tv)

Sold to Consolidated Cigar Corp., via Erwin Wasey, Ruthrauff & Ryan, for Chicago, Cincinnati, Green Bay, Milwaukee, Minneapolis, Rockford, Ill., Scranton-Wilkes Barre, Pa., and is reportedly seeking clearance in 25 additional markets; Schmidt Beer, through Ted Bates & Co., for Philadelphia, Washington, Lancaster and Johnstown, all Pennsylvania; John LaBatts Brewing Ltd., Toronto, via Ellis Adv., Buffalo, ordered for Buffalo, Rochester, and Watertown, all New York, and Erie, Pa.; Crosley Broadcasting Corp. for WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus and WLWI (TV) Indianapolis.

Background: Starts on stations in mid-April to coincide with opening of the baseball season. The series stars 20 major league home-run hitters in a man-to-man slugging competition for cash awards.

Now in **49** markets.

Manhunt (Screen Gems)

Sold to Jacob Schmidt Div. of Pfeiffer Brewing for Cedar Rapids and Sioux City, Iowa; Fargo and Bismarck, N.D. Jax Beer added Dallas to its roster of 20 southern markets.

Now in **159** markets.

Mickey Spillane's Mike Hammer (MCA-TV)

Sold to John Labatt Ltd., brewers, and two upstate New York markets through Ellis Adv. Co., Buffalo, N.Y.; Sealy Mattress Co., through Lovick & Co. for three markets in Alberta and Manitoba, and to Perth Cleaners, through J.J. Gibbons Ltd., in Manitoba.

Now in approximately **200** U.S. and Canadian markets.

Play of the Week (NTA)

Sold to WPST-TV Miami; KREM-TV Spokane; KING-TV Seattle; KGW-TV Portland, Ore.; KPRC-TV Houston; KFJZ-TV Dallas-Ft. Worth; KBOI-TV Boise, Idaho, and WSM-TV Nashville.

Now in **24** markets.

Sea Hunt (Ziv-United Artists Tv)

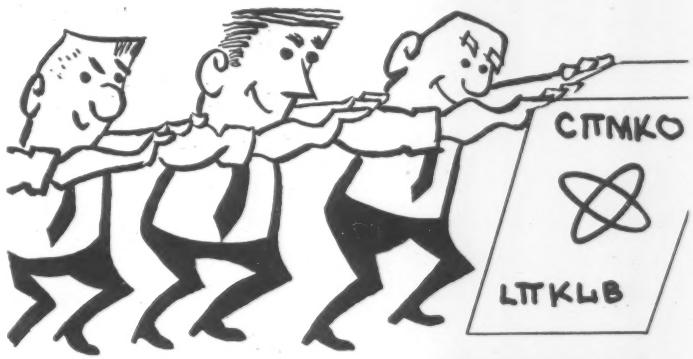
Renewed by advertisers in 13 markets, as renewals run ahead of last year's record 93% renewal rate.

Now in **157** markets.

The Jazz Singer and **The Adventures of Mark Twain** (UAA)

Sold as individual "local spectaculars." One or both feature films sold to WTVJ (TV) Miami; WJZ-TV Baltimore; KTVU (TV) Oakland; KONO-TV San Antonio; KRSD-TV Rapid City, S.D., and WMBD-TV Peoria, Ill.

GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

TV channel 6

PETERS, GRIFFIN, WOODWARD, INC
EXCLUSIVE NATIONAL REPRESENTATIVES

To the National Advertiser, WOC-TV offers the greatest amount of local programming— over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

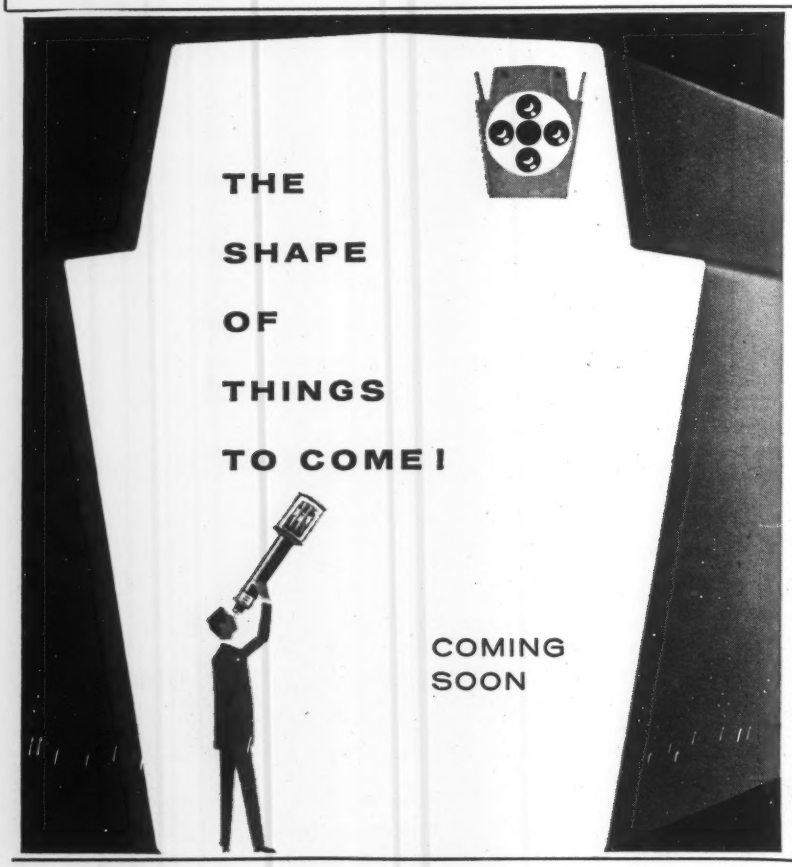
United Press International news produces!

Announcing the birth of a new church . . .

Three streams of Lutheranism, representing 2,250,000 members in 5,000 congregations, will merge this Spring to form THE AMERICAN LUTHERAN CHURCH, one of the nation's 10 largest Protestant bodies.

Through the union, American Lutheran Church, The Evangelical Lutheran Church and United Evangelical Church now move forward under a single banner—hearts and hands united—to advance the cause of Christ and His Kingdom.

As this new church is formed, we pay tribute to you in the public news media field for your recognition of the ever-increasing interest in religious news and call your attention to the constituting convention of THE AMERICAN LUTHERAN CHURCH at Minneapolis, Minnesota, April 22-24, 1960.



• Program notes

To the rescue • Association Films Inc., N.Y., offers on free loan to community organizations, high schools, colleges and tv stations a dramatic film entitled "50,000 Lives," which demonstrates mouth-to-mouth rescue breathing techniques. The 13½-minute color and sound film shows why this life-saving method is superior to previously used manual methods. The film, which was underwritten by Johnson & Johnson Inc., may be obtained from AF's distribution centers in Ridgefield, N.J.; LaGrange, Ill.; San Francisco, and Dallas.

In production • ABC Films, N.Y., reports production started March 9 at Paramount's Hollywood studios on the new Albert J. Cohen production of *The Racer*, starring Brian Kelly and John Ashley. The pilot film is entitled "The Racer and the Lady." The series concerns a professional racer in dramatic situations against backgrounds of famous auto racing sites.

Pigskin plans • KMPC Los Angeles has reached an agreement for broadcasting UCLA football and basketball games for the next three years, starting with the UCLA-Pittsburgh football game, Sept. 17. KMPC will feed the games to a network of about a dozen other Southern California radio stations.

Time switches • ABC-TV announces the following changes in schedule: *Broken Arrow*, currently on Sundays, 4:30-5 p.m. EST, to 7-7:30 p.m. period same day, beginning April 3; *Colt .45*, now in the Sunday 7-7:30 slot, moves to Tuesdays, 9:30-10 p.m., starting April 5. No network service will be offered in *Broken Arrow's* current spot.

Studio additions • At a cost of $50,000, Cue Recordings Inc., N.Y., has opened a new three-room recording unit to supplement existing facilities. Located at 117 W. 46th St., the additional space includes a studio-control room, editing room and a mixing-mastering room. New equipment includes a cinema dip filter to remove annoying sounds from original recordings, Ampex tape duplicators, a 16mm sync interloc projection and EMT echo chamber.

McKinley coverage • Films showing the presidential campaign of 65 years ago is now available for tv. The film, running 10 minutes, shows President McKinley's activities as candidate in the original motion picture footage. The film is available from Stone Film Library, 310 W. 73 St., New York.

Med program • WRGB (TV) Albany, N.Y., and the Albany Medical College combined forces today (March 21) in a radio-tv broadcast on the subject of

ORAS N

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

March 21-25, 28-30 (6:30-7 a.m.) **Continental Classroom.**

March 21-25, 28-30 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

March 21-25, 28-30 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

March 21, 28 (10-11 p.m.) **The Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

March 22, 29 (8:30-9:30) **Ford Startime,** Ford through J. Walter Thompson.

March 22, 29 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

March 23, 30 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy Benson & Mather and Speidel through Norman, Craig & Kummel.

March 23, 30 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

March 24 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

March 25 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Raymond Spector and Block Drugs through Grey Adv.

March 25 (8:30-9:30 p.m.) **Tv Guide Award Show,** Chrysler Division of Chrysler Corp. through Young & Rubicam.

March 26 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

March 26 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

March 26 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

March 27 (1:30-2 p.m.) **Frontiers of Faith.**

March 27 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

"Complications of Duodenal Ulcers." The program was viewed by the general public but no attempt was made to explain medical terminology. Divided into two 30-minute broadcasts, the program was seen on WRGB (TV) on the first half but will not be telecast for the second—WAMC (FM) taking over. The second half will consist of a two way discussion between instructors at the WAMC studios and a selected group of physicians at hospitals throughout the area.

New NTA package • National Telefilm Assoc., N.Y., is placing into immediate distribution six feature films, which comprise a package known as the "Special Six." The package contains: "Tom Sawyer," "Little Women," "The Prisoner of Zenda," "Bambuti," "Gulliver's Travels" and "Hoppity Goes to Town."

Mutual debaters • A series of 15-minute Sunday debates between author-editor William Buckley and MBS commentator George Hamilton Combs were scheduled to begin yesterday over the network (Sun., 5:45-6 p.m.). Titled *Let's Take Sides*, the program will have Messrs. Buckley and Combs expressing opposing viewpoints on major controversial and provocative issues.

Changes stable • Desilu Productions' *The Texan*, now in its second season on CBS-TV (Mon. 8-8:30 p.m. EST), will move next October to ABC-TV's daytime schedule. Rory Calhoun stars in the western series.

NBC film subsidiary pushes national sales

California National Productions has a renewal of *Lawless Years* for another season on NBC-TV (Thursday, 10:30-11 p.m.). A 65-market lineup has been sold to a regional advertiser for a new aviation series.

The report of CNP activity on the national scene came as NBC's film subsidiary announced a reorganization last week which will result in a greater stress on national sales. It's been apparent that most tv film companies now find it mandatory to emphasize the national sale as opposed to market-by-market selling.

CNP soon will begin to produce 26 additional episodes of *Lawless* while the new aviation series (no details release because of pending contractual matters) also is slated for production in a few weeks for an early fall start. Also in the works: an untitled series of half-hour adventure dramas; a library of children's five-minute stories using the stop-motion technique; a half-hour humorous animated cartoon series in full color, and a filmed program of personality interviews (a *Person to Person* type series, but different since celebrities will not be used).

The sales rearrangement includes appointment of Jacques Liebenguth (formerly heading up Victory Program Sales, rerun arm of CNP) to direct the company's syndication sales campaigns. Daniel M. Curtis will continue as national program sales manager of NBC Television Films division of CNP (first-run product). Mr. Curtis' activities on the national level are being more closely integrated with those of regional managers of CNP's three U.S. territories (eastern, central and western).

Desilu firm intact

Divorce of Lucille Ball and Desi Arnaz, which will not be contested by Mr. Arnaz, will have no immediate effect on the operation of Desilu Production. Each owns 25% of the tv film producing organization and neither intends to sell. Mr. Arnaz will continue as president and operating head of company. Couple was married Nov. 30, 1940.

Paul Bunyan Network

POWERFUL

Broadcasting Facility

WPBN-TV ch. 7 Traverse City

WTOM-TV ch. 4 Cheboygan

NBC abc

RADIO

WTCM — Traverse City
WATT — Cadillac
WATZ — Alpena
WMBN — Petoskey
WATC — Gaylord

Let us
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WAVE OF GUILD STRIKES TO COME?

Tough bargaining expected from actors, writers and directors

Squalls and a threat of perilous storms darkened the television-radio labor scene last week.

One strike was called for Saturday (March 19) by the Writers Guild of America against network tv film subsidiaries. And another was considered a strong possibility for the end of this month. These two, unless the first is settled and the second averted, would leave the networks without union writers—staff or freelance—for both live and film programs and for news scripts and continuity.

Beyond these current disputes, involving the networks and WGA, lie a series of potential strikes which, in the opinion of observers, conceivably could engulf network broadcasting. These relate to forthcoming negotiations with the Screen Actors Guild and the Directors Guild of America. Both are expected to base their demands on the patterns set in the WGA negotiations.

Wholesale Strikes? • If all of these negotiations fall short of agreement, the networks could find themselves struck by writers, actors and directors before the end of the year. Whether it will actually come to that is a question to which participants would not venture a firm answer.

In the background, meanwhile, are the SAG and WGA strikes against the Assn. of Motion Picture Producers in support of union demands that actors and writers be cut in on the proceeds when theatrical films are released to television.

However, the end of the SAG strike against the motion picture producers could come at any time.

That was the prevailing opinion in Hollywood last week (March 17) when a 3-hour bargaining session between SAG and AMPP concluded with the joint statement: "After today's intermediate meeting we are hopeful of making progress. We are meeting by ourselves and we are meeting together again at 2 p.m. tomorrow."

Details of the meeting's discussions were not immediately available. They presumably dealt chiefly with the topics discussed the previous Friday, when the two parties held their first bargaining session, since the start of the strike on March 7. These were: A proposal for the producers to contribute a sum equal to 5% of an actor's salary into a SAG welfare and pension fund; a "past service credit" payment of an undetermined amount by the producers in a pension fund and a formula for payment for the right to release to television after Jan. 1, 1960.

There was no discussion of any payment formula for the sale to tv of theatrical movies made from Aug. 1, 1948. The producers have steadfastly refused to yield on this. They say the actors have already been paid for their work. However, a lump sum payment into a pension fund is believed to be acceptable to SAG, which has already announced a plan to put such tv revenue into a pension fund instead of dividing it among the individual actors working in the particular pictures that are sold to tv.

Other Battlegrounds • If the strike against the major movie studios comes to an early end, SAG can then turn its full attention to negotiations to film makers for television. The SAG contracts with the tv film companies were to have terminated March 31. But because of the guild's pre-occupation with its motion picture problems they were extended for a period not to exceed 60 days, or May 30 at the latest.

The actors' and writers' disputes with the major motion picture producers do not affect the networks. But the networks became directly involved last Tuesday (March 15) when WGA ordered its members who write freelance scripts for film television to strike the three tv networks and their film subsidiaries.

The WGA walkout follows the networks' refusal to accede to the writers' demands for payment for foreign use of tv films as well as for increased domestic residuals. Currently, writers (and actors) get extra payments for five re-runs, none after that. The same issues also led to the Jan. 16 WGA strike against the Alliance of Television Film Producers.

Another issue in the strike against ATFP, not present with the networks, is pay tv. The networks and the writers guild agreed to continuing in a new agreement the same pay tv arrangement that the previous agreement included, that when and if the networks begin producing films to be used exclusively on pay tv, they would sit down with WGA to discuss the matter of compensation to writers.

Independent Producers • Meanwhile, WGA has begun negotiations with a group of some 50 independent television film producers not affiliated with ATFP. These talks had been postponed while WGA was occupied with discussions with the alliance, the major motion picture producers and the tv networks and the termination of the writers' contracts with the independents was similarly extended. The new deadline is March 26. No reports of progress have come from these negotiations, but meetings are continuing.

In announcing the strike against the filmed program operation of the tv networks, Kay Lenard, president of WGA's tv-radio branch, said that it is effective on both coasts. She noted that the writers' contract with the networks, which was to have expired Dec. 31, 1959, had been extended after the guild had struck ATFP. It was only after continued negotiation failed to resolve the foreign fee impass that the guild councils decided to use the authority previously given them by a vote of the members and extend the strike to the networks.

Network programs for which writers' services will not be available were listed by WGA as: *Bonanza* on NBC-TV; *Gunsmoke, Perry Mason, Have Gun Will Travel, Rawhide, Hotel de Paree, 20th Century* and *Conquest* all on CBS-TV. The networks report that none of these shows will be affected for the balance of the current season, as all have completed scripts on hand for this spring's remaining broadcasts.

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Like SAG, WGA is also on strike against the major motion picture companies, with the demand for a share in the proceeds from the sale of theatrical pictures to television, the issue over which negotiation broke down. Unlike SAG, WGA has extended its strike to include the tv film activities of these movie studios. SAG struck only the theatrical films, leaving its members free to work on tv films made by these studios.

Current Talks • The WGA walkout which was to become effective last Saturday did not affect staff news and continuity writers or freelancers working under the union's radio or live television contracts. These, however, are involved in another negotiation with the networks; the current contracts covering them expire March 31. Curiously enough, these contracts for live tv programs do include payment to writers for foreign use. If a network desires to rebroadcast a live program, by kinescope or tape recording, the WGA contract calls for negotiation of terms for such additional use with the individual writer, stipulating that the minimum payment shall be $1 for each country in which such rebroadcasting is contemplated.

Similar arrangements for foreign rebroadcast of live programs are also included in the networks' contracts with musicians (AFM) and actors (AFTRA).

There has been speculation that the guild may, as a strategic move, delay settlement of these negotiations until the foreign and domestic re-use questions have been resolved in the WGA-networks film dispute. Such a move could itself lead to an extension of the current strike to include the radio and live tv writers.

Even if the speculation is wrong and the union does not delay settlement, the live-contract negotiations are said to raise difficult problems of their own—perhaps sufficiently difficult to make agreement impossible before the current contracts expire in less than two weeks.

Networks Getting Ready • In any event the ABC, CBS and NBC television and radio networks appear to be getting set for a strike in case one comes. (Mutual, which does not employ staff or freelance writers, is not affected.)

The issues in these discussions are reported to include money, pensions, re-use of tape programs and residuals on both domestic and foreign stations. WGA has been reported as seeking among other things a 15% increase in staff wages, a 50% increase in freelance program fees and a provision for 4% of the absolute gross foreign receipts for tapes and kines used abroad (BROADCASTING, Feb. 29).

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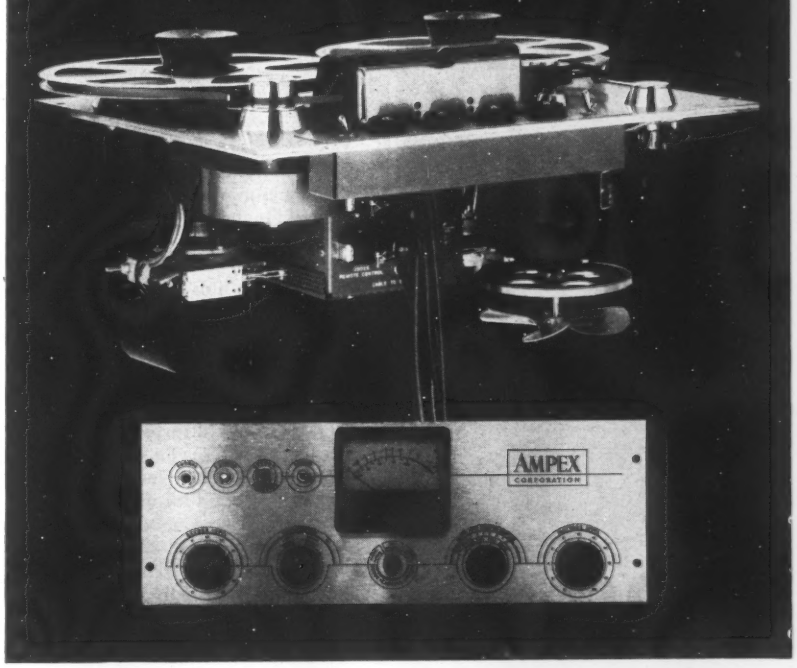

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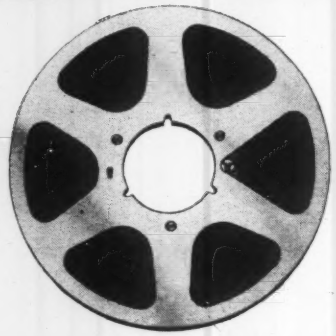

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Another Way RCA Serves Broadcasters through Electronics

Buckeye Corp. plans merger with King Bros.

The Buckeye Corp., Springfield, Mo., which last year acquired several tv production and distributing companies, has offered through the Securities & Exchange Commission to exchange 296,236 shares of its common stock for 888,708 shares of the capital stock of King Productions Inc. at the exchange rate of 1 to 3. Buckeye is listed on the American Stock Exchange. The offer expires at 3 p.m. EDT on June 15.

Buckeye Corp. manufactures poultry-raising equipment and incubators, tenting and camping equipment and other products. It began its expansion and diversification into tv last year with the acquisition of Flamingo Telefilms Inc., a feature film and cartoon distributing company; Pyramid Productions, which produces tv series (*Decoy*, *Deadline*), and Transfilm-Caravel Inc. which produces tv commercials, governmental and industrial films.

For the year ended April 30, 1959, Buckeye showed an income of $11,877,401, a net income of $168,188 or 27 cents per share of common stock.

King Productions has for many years been a producer of very-low-budget motion pictures. According to the prospectus it recently announced plans to make film series for tv. It is managed by the King Brothers, Frank, Maurice and Herman. The statement says the brothers have entered into a 3-year contract with King Productions "providing, among other things, for fixed compensation of $333 a week each." In the past fiscal year King Productions showed gross earnings of $757,147 and a profit of $75,384. It spent $2,467 on tv film production.

Tv newsman tells of Cuban arrests

A tv news director, Roger Sharp of KOTV (TV) Tulsa, Okla., came home from Cuba last week a little frightened but a lot wiser in the ways of Castro's government. He was arrested four times, detained for several hours, and generally harassed before he was finally allowed to leave the country.

Mr. Sharp, Ralph Sanders, a KOTV cameraman, and John Taylor of Stillwater, Okla., visited Cuba to cover the situation following the recent ship explosion in Havana. Their purpose was to bring back information and film footage of interest to their Tulsa audience.

While taking pictures of a building in Havana, Mr. Sharp, accompanied by Mr. Taylor, was arrested and detained by police. After being held for several hours, they were released only to have their hotel rooms searched and film and cameras confiscated. After their film was processed, the police returned their belongings to them. They were not ordered to leave the country.

The following day, Mr. Sharp was taking pictures of Cuban shoeshine boys and was again arrested only to be released shortly thereafter. However, the persistent Mr. Sharp returned to the scene of the "crime" to shoot some more pictures of the Latin shoe-shiners. Again he was arrested and released. At this point, after four brushes with police, the trio left Cuba for Florida.

Newsman Sharp returned from Cuba with enough material and film to air three special programs on KOTV. He has said that his detention would not have been so prolonged except the Cuban officials needed time to process his film. He also noted that after the first arrest and the room search, he was treated well by Cuban police.

KOTV, a Corinthian station, plans another half-hour wrap-up of the trip.

Before the arrests • Roger Sharp (c), KOTV Tulsa newsman, examines wrecked munitions ship in Havana harbor prior to being arrested four times by Cuban police. Accompanied by John Taylor (l) and a Cuban official (r), the newsman was allowed to view the hulk without complications.

Television replaces Army observer posts

No more observation posts for the U.S. Army. It's using a missile-riding tv station to show a commander just where a missile strikes and what damage is done.

The trick was accomplished last week at White Sands Missile Range in New Mexico when NATO troops fired a Redstone missile down the range with the impact and consequent damage televised back to a ground control center 75 miles away.

The (censored) pound, miniscule tv station, housed in a capsule, is ejected at a predetermined point on the missile's downward trajectory and floats earthward by parachute scanning the scene below and transmitting the tv signals via a (censored) watt transmitter on (censored) mc. The equipment was developed by RCA.

During the test last week the information from the missile-tv station was not only seen on a tv screen at the control center but it was also recorded on viedo tape for future study.

Further details of the tv transmitter and associated gear were not made public because of security classifications.

The firing was by Battery A of the 40th Field Artillery, which returned from Europe for this exercise.

GE shows its new supersensitive tube

General Electric Co. last Tuesday (March 15) in Los Angeles demonstrated its new supersensitive image orthicon tv camera tube—GL 7629—which operates under low light conditions that would leave the usual camera tube without a usable picture. With a live model, GE demonstrated the ability of its new tube to produce an acceptable picture, with good contrast and detail, using only one footcandle of illumination. A second camera, equipped with another GE image orthicon, 5820, was able under the same condition to put an image on the monitor, but there seemed to be a heavy fog between the viewer and the model. When the cameras were turned on the audience, in almost total darkness, the standard tube produced only hazy shapes, while the GL 7629 pictured recognizable individuals on the monitor screen.

Secret of the new tube is an extremely thin film of magnesium oxide, two millionths of an inch thick or about 1/1500th the thickness of a human hair, a GE engineer explained. The tube has an exceptionally long life, he said, adding that no one knows just how long, as one tube has been used for 11,000 hours in the GE labs without showing any signs of degradation. Price of the GL 7629 is $2.525, against $1,200 for the 5820.

Demonstrations are scheduled in 25 other major cities across the nation. The Los Angeles showing was held at KTTV (TV).

• Technical topics

Set movements • Admiral Corp. reports it moved its tv receivers, from distributors to dealers, in the first two months of 1960 at a rate of 37% higher than for the same period last year. Ross D. Siragusa Jr., vice president of Admiral Sales Corp.'s electronics division, claimed this exceeded an industry increase of only 13%. He attributed better movement to public demand for wide-angle, 23-inch tv sets, which now account for 66% of Admiral's large-screen sales.

Sales up • Allied Radio Corp., Chicago, has reported sales of $10,180,918 for the quarter ended Jan. 31. This is a 16.6% increase over the previous year. Net earnings for the quarter reached $390,639 or 38 cents per share compared with $348,161 or 34 cents per share for the comparable quarter last year. Six months' sales were $17,448,535 as against $14,867,902 last year with net earnings $592,805 (58 cents per share) compared with $536,787 (53 cents per share).

New transmitter • Bauer Electronics Corp., Burlingame, Calif., announces a new 5 kw am transmitter, model FB 5,000-J. Using a ceramic tetrode (Eimac 4CX-5000 A) in its final stage, plate dissipation is twice that found in conventional design and power requirements have been reduced to a new low for 5 kw transmitters, the manufacturer reports. Silicon rectifiers and built in remote control are standard equipment. Price: $14,000 FOB Burlingame. Bauer has appointed Forrest J. Beard Adv., Redwood City, Calif., to handle its advertising.

Magnavox acquires Collaro • Magnavox Co., Fort Wayne, Ind., has purchased control of Collaro Co. of Great Britain from Great Universal Stores Ltd. there, operator of 3,000 retail stores throughout Britain, Canada, Africa and other Commonwealth coun-

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The last page • Two sighs of relief that could be heard all over NAB Washington headquarters were emitted March 17 as proofreading of the new NAB Engineering Manual was completed by A. Prose Walker (right) engineering manager, and George Bartlett, assistant manager. Checking of page 1,659 completed three years of work perfecting the book.

This edition of the manual contains basic reference material covering all phases of broadcast engineering, including many new developments in operating techniques. The manual will be published this spring by McGraw-Hill Book Co., N.Y.

tries. Magnavox is forming Magnavox Electronics Ltd. as a British subsidiary for the development and sale of tv and radio-phonographs in Britain and other world markets. Major distributor for products will be Great Universal.

RCA ships gear • RCA has shipped tv tape recorders to WHDH-TV Boston, WTMJ-TV Milwaukee, KOB-TV Albuquerque, WTOP-TV Washington, KTUL-TV Tulsa and WEDU (TV) St. Petersburg, Fla., and 6-kw transmitter to WMCT (TV) Memphis.

Seven channel recorder • Telectro Industries Corp., announces the development of a new seven-channel portable magnetic tape recorder which operates for 4 hours using 4,800 ft. of ½ inch tape. The model, 1855R, requires 260 watts at 117v 60 cycle, single phase AC. Further information may be obtained from Telectro, Long Island City, N.Y.

Antennas out • Jampro Antenna Co., Sacramento, Calif., has shipped a four-bay fm antenna to KHIQ (FM), that city, and an eight-bay fm antenna to KUPD (FM) Tempe, Ariz.

Minimum drift • Trad Electronics Corp., Asbury Park, N.J., offers a signal generator in which frequency drift, after warm-up, is less than .001% over a 10-minute period and in which incidental fm is less than 300 cycles at any rf and modulation frequency. The set weighs approximately 50 pounds with dimensions of 11 x 11 x 22 inches. For further information, write Trad Electronics.

INTERNATIONAL

NINE TRY FOR COVETED TORONTO V

Newspaper, radio, British interests among applicants

Nine applicants for ch. 9, Toronto appeared before the Board of Broadcast Governors at Toronto March 15-19. A half day was devoted to each for presentation of briefs and questioning by the board. Starting March 21 each applicant will be given an opportunity to present its objections to the other applications.

The *Toronto Daily Star* was represented by editor Beland Honderich. He said television should be compared to a public utility. The paper's directors plan a separate company for the tv station to operate in competition with the newspaper.

The company's profits would be limited to 7% with excess profits going to a charitable foundation for talent development. After amortization of $4 million capital investment in fifteen years the maximum annual profit on the continuing investment would be limited to $35,000.

The station would provide three hours weekly for educational programs and 10 hours for public service and community programs on Sunday afternoons and in prime evening time. Some American programs would be carried for competition with Buffalo stations. Profits ploughed into talent development would eventually allow all Canadian programming in evening hours. E.E. Fitzgibbons, TransCanada Telemeter and part owner of CKCO-TV Kitchener, Ont., CFCM-TV and CKMI-TV Quebec City, appeared as management consultant.

Big Group • Spence W. Caldwell, the second applicant, heads a group representing 95 prominent Torontonians from all walks of life. The group has $4.5 million available for financing a station. Mr. Caldwell presented leading personalities in Canadian broadcasting as his associates and advisers. He dealt in detail with entertainment and educational programming for the proposed station.

Mr. Caldwell reported an arrangement for sharing tower facilities with CBLT (TV) Toronto and plans to erect a five story administration and six story studio building alongside. If granted, the station would be on the air in October. He and an associate, Gordon Keeble of S.W. Caldwell Ltd., demonstrated with slides their facilities developed in recent years for film program production.

On Wednesday (March 16) BBG heard Upper Canada Broadcasting Ltd. which is associated with British Granada Television, and Consolidated Frybrook Industries in which Jack Kent Cooke, owner of CKEY Toronto, is principal shareholder. Baton Aldred Rodgers Broadcasting Ltd., associated with the *Evening Toronto Telegram,* and McLean Hunter Publishing Co. Ltd. with British Associated Television, were heard Thursday. On Friday the board heard Toronto financier Henry Borden associated with the Southam newspaper chain, and Toronto lawyer J.S.D. Tory, associated with the *Toronto Morning Globe and Mail* and British J. Arthur Rank Film Organization. CFRB Toronto presented its brief Saturday morning.

On March 14 the BBG heard requests for power increases of CFCL-TV Timmins, and CHCH-TV Hamilton, both Ontario. CHCH-TV wants the maximum ch. 11 power of 325 kw video. The application was opposed by all nine Toronto tv station applicants on

grounds this would actually make CHCH-TV a Toronto station. Hamilton is forty miles west of Toronto. The station asked for maximum power to better service its own area, difficult because of topography and ch. 7 interference in Hamilton on some receivers from WKBW-TV Buffalo, N.Y. The application was also opposed by CKWS-TV Kingston, Ont.

CKLW-TV Windsor, Ont., and CKWS-TV Kingston were singled out of 14 privately owned television and 23 radio stations whose licenses are up for renewal. Formerly all licenses were automatically renewed but last year the BBG announced it would call stations to justify license renewal. CKWS-TV was told its local live programming was too low.

CKLW-TV's Problems • Cameron Ritchie, manager, CKLW-AM-TV, was told by BBG Chairman Dr. Andrew Stewart not to be surprised if the station's license is only renewed for one year instead of five. Mr. Ritchie was questioned for more than 30 minutes on the scarcity of local live programs. Mr. Ritchie stated it would be most difficult to program 55% Canadian content by 1962 as BBG required due to CKLW's geographical location which prevents the station from carrying many CBC tv shows also carried on Detroit stations. BBG members emphasized that CKLW-TV is a Canadian station, and must program accordingly by cutting down on American films, bond drives and military service recruiting programs.

Electronic Industries Assn. of Canada asked the board to recommend to the Dept. of Transport that Canadian television stations be permitted to telecast color programs.

Emphasizing programming, Upper Canada Broadcasting Ltd. introduced top ranking Canadian talent and production personalities associated with it to the BBG. Stuart Griffiths, formerly television production executive of CBC and for the past two years program controller of Granada Television, London, England, will be president of the station. Granada has 25% stock in the company and will buy a minimum $4,000 a year in programs from Upper Canada Broadcasting and will have a production staff exchange arrangement.

Mr. Griffiths stated the station will use 60% magazine program concept and 40% conventional type program sales. The station plans more than 55% Canadian program content from the start, with more than half its time devoted to live shows.

Jack Cooke, owner of CKEY Toronto appeared before the BBG Wednesday afternoon. He based the application of Consolidated Frybrook Industries largely on his 23 years of broadcasting. In that time, he operated twelve radio stations and CKEY since 1944. Mr. Cooke will be sole owner of the tv station. He expects to lose about $293,000 the first year with gross estimated advertising revenue almost $2.5 million. He expects a profit the second year.

Mr. Cooke promises 64% Canadian program content from the start, with 87 hours of telecasting per week. He also plans 12 hours educational broadcasting weekly. Programming will include a station produced play of the week telecast five nights, with three stock companies producing continuously. Plays would be offered to other Canadian television stations.

The board questioned all applicants extensively on programming, and reminded them they would be held to their commitments if granted a license.

The Association of Motion Picture Producers and Laboratories of Canada urged the BBG in a brief Wednesday afternoon to consider the extent applicants for television licenses intend to use existing film production facilities and educational programming.

Recommendations for French and English language tv stations at Montreal will be announced when the BBG returns to Ottawa about March 23. Montreal hearings were held the week of March 7.

Only 4 applicants for 2 Montreal vhf's

Two applicants for a French-language Montreal tv station, and one applicant for an English-language Montreal tv station withdrew their bids for the facilities when the Board of Broadcast Governors began hearings at Montreal on March 7. Two applicants were left for each station.

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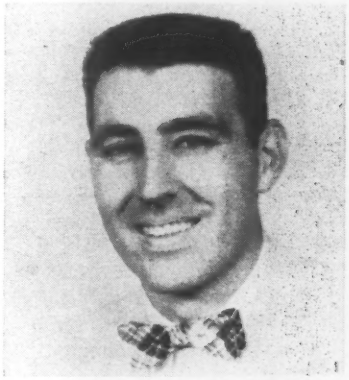

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French-language facility were CKAC and CJMS, both Montreal. Sovereign Film Distributors Ltd., Montreal, withdrew its application for the English station.

Applicants for the ch. 10 French station are Paul L'Anglais and a group composed of CKVL Verdun, Que. (a suburb of Montreal) and United Amusement Corp., Montreal.

Applying for the ch. 12 English station are CFCF Montreal, and Mount Royal Independent Television Ltd., Montreal.

French Stations • In their hearing, CKVL and United Amusement said their programs would be 81% Canadian. Mr. L'Anglais' group would be 69.4% Canadian in origin.

United Amusement Corp., co-applicant with CKVL operates 53 theatres in Quebec province. It is 40% owned by Famous Players Canadian Corp., Toronto, which owns the recently started Trans-Canada Telemeter operation and has large interests in CFCM-TV and CKMI-TV, both Quebec City, and CKCO-TV Kitchener, Ont. Famous Players Canadian Corp., is in turn part owned by Paramount Pictures, New York.

Associated with Mr. L'Anglais in his application are J.A. Deseve, a Canadian distributor of French films; Andrew Ouimet, brother of A.J. Ouimet, president of the Canadian Broadcasting Corp.; Jean Paul Ladouceur, a CBC program director and several Montreal businessmen.

English Stations • CFCF Montreal, one of the applicants for the English facility, is the oldest radio station in Canada. It has been broadcasting continuously, under various call letters, since 1920. It is owned by Canadian Marconi Co., which is owned by English Electric Co., London, England. CFCF has been applying for a tv station since 1938. At the hearing, CFCF said 55.7% of its programs would be Canadian.

Mount Royal Independent Television Ltd., the other English-language applicant, has among its owners Geoff Stirling, CKGM Montreal. Board chairman is Dr. Wilder G. Penfield, noted Montreal neuro-surgeon.

Panama's first tv

Panama's first television station went on the air March 14. Until then the only tv available there had been the U.S. Armed Forces station in the Canal Zone, broadcasting in English. The new RPC-TV is a Spanish-language station owned by Fernando Eleta, Panama's secretary of the treasury, and his brother, Carlos Eleta, an engineer. RPC-TV had a gala opening with spotlights loaned by the U.S. forces scanning the skies.

Broadcast Advertising

• ANTHONY J. HEBEL, formerly vp at Grant Adv., Chicago, to Gordon Best Co., that city, as vp and account supervisor on Schlitz beer.

• WALTER H. WRIGHT, formerly vp and account executive at Brown & Butcher, N.Y., joins Geyer, Morey, Madden & Ballard as vp and member of agency's group in marketing of package goods.

MR. CARAVATT

• PAUL J. CARAVATT JR., formerly vp and plans board member at Ogilvy, Benson & Mather, N.Y., joins Foote, Cone & Belding as vp and supervisor of Lever Brothers account.

FATES & FORTUNES

MR. GILLESPIE

MR. GILLEN

• WILLIAM R. GILLEN, vp and assistant to the president of BBDO, will be first BBDO executive to move overseas in agency's international expansion program. Mr. Gillen will become a director of BBDO Ltd., in charge of liaison with U.S. clients. Headquarters is London. MCDONALD GILLESPIE, management supervisor in BBDO's New York office, elected to executive committee. JOHN H. FOGARTY, account executive, in Buffalo office, elected vp.

• BILL KENNEDY promoted from media supervisor to media director at McCann-Erickson, Chicago, succeeding KENNETH FLEMING, who resigned. ELLIOTT JOHNSON, formerly media director at R. Jack Scott, Chicago, to M-E as supervisor of media research.

• EDWARD JANCEWICZ, radio-tv director of Arnold & Co., Boston advertising agency, appointed vp. He previously was with NBC and Westinghouse Broadcasting Co.

• LAWRENCE B. MARKS, formerly of WNTA-TV Newark, N.J., joins Dunay, Hirsch & Lewis, N.Y., as vp in charge of creative writing and director of radio and tv. He previously was tv script writer.

MR. MARKS

• JEROME COWLE, copy supervisor at Leo Burnett agency, N.Y., joins Kenyon & Eckhardt, Chicago, as creative supervisor. LARRY BOTTO, formerly account executive with Sullivan, Stauffer, Colwell and Bayles, N.Y., to K&E, in similar capacity.

• L. R. (DICK) SULLIVAN and DON B. AMSDEN named vps of Allen & Reynolds, Omaha, Neb., advertising agency. Their former positions were creative director and manager of radio-tv department, respectively.

• CHESTER FIRESTEIN and LEE ROSENE named vps of Max Factor & Co. (cosmetics). Mr. Firestein was director of merchandising and Mr. Rosene, director of sales.

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NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

Ad Council elects new chairman

LEE H. BRISTOL, chairman of Bristol-Myers Co., has been elected chairman of the Advertising Council, succeeding JOHN C. STERLING, chairman of *This Week* magazine. The board elected these other officers: EDWIN W. EBEL, General Foods Corp., vice chairman; two vice chairmen re-elected, LEO BURNETT, Leo Burnett Co., and EDWARD VON TRESS, Curtis Publishing Co.; FREDERIC R. GAMBLE, American Advertising Agencies, secretary; PAUL B. WEST, Assn. of National Advertisers, treasurer; THEODORE S. REPPLIER, re-elected president, and ALLAN M. WILSON and GEORGE P. LUDLAM, re-elected vps.

MR. BRISTOL

• WILLIAM J. MCILVAIN, vp in charge of program department at Leo Burnett Co., Chicago, to New York office effective April 1. LEE BLAND continues in Chicago as vp and senior program supervisor.

MR. TRIEGER

• RALPH TRIEGER promoted from account executive to media director at R. Jack Scott, Chicago advertising agency, succeeding ELLIOTT JOHNSON, who resigned. Mr. Trieger formerly was sales promotion manager at WBBM-TV Chicago.

• WILLIAM H. THOMAS, formerly vp in charge of radio-tv of Fitzgerald Adv., New Orleans, to Tatham-Laird, N.Y., as director of radio-tv.

• GEORGE F. KLEITZ, formerly media group supervisor at Needham, Lewis & Brorby, Chicago, becomes media director of Cunningham & Walsh, Chicago office.

• EDWARD A. STOCKMAR, formerly account executive for NBC TV Network Sales, Chicago, and associated with network operations for 32 years, appointed media supervisor at Wade Adv., that city. ROYAL ALCOTT, with radio-tv department of Wade Adv., Los Angeles, to Chicago office where he joins tv commercial film department.

• CARL E. BUFFINGTON, assistant to head of radio-tv production department at Morse International Inc. (agency of Vick Chemical Co., N.Y.), named head of radio-tv production dept.

• WILLIAM F. ROSEBOOM, pr account executive with N.W. Ayer, & Son, N.Y., to The Rumrill Co., Rochester, N.Y., in similar capacity.

• EDWARD L. NASH, formerly senior copywriter at Schwab-Beatty & Porter, N.Y., to Smith, Hagel & Knudsen, as account executive on Crowell-Collier Corp.

• NICHOLAS V. SALIMBENE, assistant media director of J. M. Mathes Inc., appointed manager of agency's new Miami service office.

• GEORGE LAVERY, formerly service manager at Leo Burnett Co., Chicago, appointed associate account executive at Campbell-Mithun, that city. FRANK KONRAD, formerly copywriter at Biddle Adv., to C-M in similar capacity, on Kroger Co. account.

• MARVIN H. SELINE, formerly with Kenyon & Eckhardt, Chicago, appointed assistant account executive at Earle Ludgin & Co., that city.

• ROBERT CROZIER, formerly senior art director at Sullivan, Stauffer, Colwell & Bayles, N.Y., joins Kudner Agency, on Sylvania account.

The Media

MR. HILL

• J. D. HILL, formerly president of KWHK Hutchinson, Kan., to KSSS Colorado Springs as president and general manager, effective in early May. Mr. Hill previously was with WLS Chicago and WISN Milwaukee.

• ROBERT N. KINDRED named vp and general manager of General Broadcasting Services Inc., owner of KWKY Des Moines, Iowa. He succeeds JAMES RAMSBURG and DICK FJELLMAN who formerly shared station management. Mr. Kindred has been general manager

DECEMBER PULSE* SHOWS

KIMN

WITH THE HIGHEST DENVER PULSE RATING IN RECENT YEARS!

6 AM TO 12 MIDNIGHT

7 DAY AVERAGE 19%

Further proof that KIMN delivers more audience, more often, than any other Denver radio station. Sell our great, rich market with Denver's number one station!

*DECEMBER, 1959

KIMN KEY STATION Intermountain Network

5,000 WATTS AT 950

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

Luxury Living!
Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close.

In the distinguished world of the HOTEL New Weston
Madison Ave. at 50th St.
New York • PLaza 3-4800

KNOTT 1K HOTELS

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon . . . at lunch or dinner.

WNJR
1st in new york
dec. negro pulse
(BASED ON U.S. CENSUS)

of KJBS San Francisco since 1958.

• RICHARD L. ALGUIRE, assistant secretary-treasurer of John Pool Broadcasting Co. (KBIG Catalina and KBIQ-FM Los Angeles), named secretary-treasurer, succeeding JOHN C. HOWLAND.

• STEPHEN C. CROWLEY appointed general sales manager of KVI Seattle Wash. He formerly was account executive at KFSO San Francisco. Both are Golden West stations.

• BILL WOOD, operations manager of KNOP-TV North Platte, Neb., appointed acting manager.

MR. JONES

• WILLIAM L. JONES JR., general manager of KWK St. Louis, promoted to vp. He previously served as regional sales director of WEMP and general sales manager of WISN, both Milwaukee.

• RICHARD E. FALES, sales representative in Georgia and South Carolina for United Press International, appointed southern division executive assistant.

• DOLORES ZIFF joins WHYY Philadelphia as director of community relations.

see our ad opposite page

MR. SHAHEEN

RICHARD A. (DICK) SHAHEEN, Chicago office, will be registered in Suite 1722-23-24 at the Conrad Hilton Hotel, Chicago, April 3-7, during the National Association of Broadcasters' 38th annual convention.

Dick will appreciate hearing from you prior to and during the convention in the—

HAMILTON-LANDIS & ASSOCIATES

suite • 1722-23-24

Gold medal award • The first issued by the Radio and Tv Executives Society for "outstanding achievement in broadcasting," is presented to BRIG. GEN. DAVID SARNOFF (right), chairman of RCA, by FRANK E. PELLEGRIN, RTES president. The award was presented during the society's 20th anniversary dinner.

• IRA G. DELUMEN, formerly eastern sales manager, appointed to new position manager, program and project sales for CBS-TV Production sales. ROBERT FOSTER, account executive, succeeds Mr. DeLumen. JACK REYNOLDS, with National Educational Tv and Radio Center, named assistant to special projects director, Information Services, CBS-TV.

MR. MORRIS

• JOE MORRIS, general manager of WGUS Augusta, Ga., appointed regional and national sales manager of Olin Trice Stations (WCAY Columbia and WMYB Myrtle Beach, both S.C., WKTC Charlotte, N.C., and WKEN Dover, Del.). He also will continue his duties at WGUS.

• LEE MANSON, formerly program director of WNHC New Haven, Conn., to WCKR Miami in similar capacity.

• ANDRE STOJKA, program director of KUTE Glendale, Calif., resigns to enter military service.

• BOB EDWARDS, formerly with WTAX Springfield, Ill., to WCUE Akron, Ohio, as program director.

• MORT DEAN, news editor of the Herald Tribune Radio Network, becomes program director of WVOX New Rochelle.

• JOHN D. MEDINA, formerly account executive with Foster & Kleister Co., San Francisco agency, named to similar position with KXTV (TV) Sacramento, Calif.

• RAYMOND EICHMANN, DAVID H. HEDLEY, NICHOLAS GORDON and RICHARD POLLOCK all promoted at NBC-TV Network Sales. Mr. Eichmann goes from director of sales promotion and sales presentations to director of client presentations and sales promotion. Mr. Hedley from manager of sales promotions to director of program presentations. Mr. Gordon from manager of sales development to director of sales development and Mr. Pollock from supervisor of sales development and research at WPIX(TV) New York to manager of sales development.

MR. MCGOVERN

• PETER T. MCGOVERN, formerly with WCOP Boston and managing director of WMEX, that city, named vp and managing director of Western Div. of Radio Hawaii Inc. He will be responsible for and direct operations of KPOA Honolulu.

• CHARLES GRADY, formerly program director of WIMA Lima, Ohio, to WZIP Cincinnati in similar capacity.

• ERIC LAMBERT, formerly account executive at CBS-TV Network Sales, Chicago, to NBC-TV Chicago Network tv sales staff in similar capacity. DICK WITWER, Midwest representative for Regis Films, Chicago, also to NBC-TV sales department. TOM PETREE, formerly with Liggett & Myers, that city, to NBC-TV Central Div. network sales service staff as sales service representative.

• NELSON ALQUIST, formerly supervisor for TelePrompTer Corp., Huntsville, Ala., appointed technical supervisor at WTTW (TV) Chicago, non-commercial, educational station. FRANK BLOTTER, formerly account executive at ABC Central Div., appointed by WTTW to serve as liaison with outside organizations utilizing station's video tape and film recording facilities.

• HAROLD S. MEDEN, formerly assistant to Miles David, vp and director of promotion, named promotion manager of RAB.

MR. PURCELL

• WILLARD J. PURCELL, manager of advanced planning and research for WGY and WRGB (TV) Schenectady, N.Y., retires after 40 years of service with General Electric Co., which owns both stations. Mr. Purcell was with WGY since its inception in 1922.

• VIC NELSON promoted from sales staff to manager of sales service at NBC TV Network Sales, Chicago.

• EDWARD C. STEVENS, formerly with CBS Films Inc., N.Y., appointed assistant to Paul Wilson, business manager for CBS-TV Production Sales.

• FREEMAN W. CARDALL, formerly business manager of WBAL-TV Baltimore, to WMAR-TV, that city, as account executive.

• GEORGE D. KIEFFER, formerly commercial manager of KCJC-FM Kansas City, to KCMO-FM, that city, as account executive.

• MATTHEW J. POULS JR. named national sales representative of WJBK-TV Detroit. He has wide background in merchandising and promotion.

• DONN SPENCER, formerly with KWIZ Santa Ana, Calif., joins KTTV (TV) Los Angeles in sales promotion capacity.

• JOHN M. BRIGHAM, formerly account executive with WCBS-TV New York, joins sales staff of Peters, Griffin, Woodward, N.Y., station rep.

• AARON COHEN, research analyst at WPIX (TV) New York, becomes sales development supervisor.

• RONALD C. DAVIS, formerly account executive in Los Angeles office of J. Walter Thompson, joins tv sales staff of The Katz Agency there.

• ARTHUR SAKELSON, formerly account executive at Headley-Reed Co., station rep, to sales staff of WBBM Chicago.

• ROBERT B. KNOLES promoted from account executive to commercial manager at WPEO Peoria, Ill.

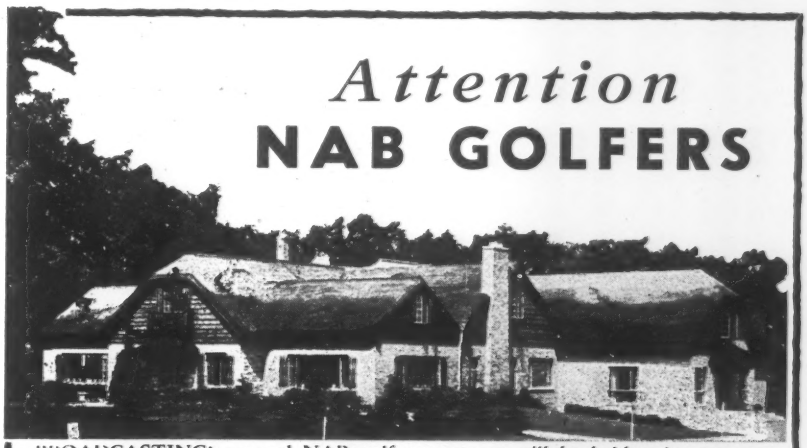
• DAVE MUHLSTEIN, managing editor of KLIF Dallas news department, transfers to sales staff.

• JAMES C. DAGES joins sales staff of WWJ Detroit.

• MICHAEL LAURENCE and RUTH MEYER appointed directors of pr and production, respectively, of WMCA New York. Mr. Laurence formerly headed his own organization. Miss Meyer joined WMCA in 1958 as on-air promotion director.

• DOUG MARTIN, assistant production manager of WCHS-TV Charleston, W.Va., named production manager, succeeding FRANK ANNAND who resigns to enter real estate field. ART BABBIT succeeds Mr. Martin.

• JOHN FOLAND, staff writer at WFBM-AM-FM-TV, Indianapolis, appointed continuity director. ELEANOR SCHELL, formerly writer at WHAM Rochester,



Attention
NAB GOLFERS

BROADCASTING's annual NAB golf tournament will be held, rain, snow or shine, Sunday, April 3, at the beautiful 27 hole Midwest Country Club (above), Hinsdale, Ill. To qualify for one of the trophies, contestant must play 9 holes. Tee-off time 10 a.m. Golf clubs available for rent. Transportation provided, if desired. Sign up today.

MAIL THIS RESERVATION TODAY, TO:

BROADCASTING, 1735 DeSales St., N. W., Wash. 6, D. C.

Name .....

Address .....

Firm ..... I will want a ride to the club ☐

April 3 ***Tee-off time: 10 a.m.***

NORTHWEST

Daytime radio station in market of over 200,000. Very well equipped. Sale includes land and transmitter building. Another absentee-owned property in need of personal owner attention. Priced at $125,000.00 with 29% down.

ROCKY MOUNTAIN

MAJOR CITY DAYTIMER—Due to excellent dial position, this station has outstanding coverage. Beautiful studios. Excellent equipment. Liberal terms available. Price $125,000.

NORTH TEXAS

DAYTIMER—This is in a semi-major market, not overcrowded. Attractive studios. Excellent equipment. $70,000 takes this one with $25,000 down. It is operating in the black. Liberal terms on balance.

NAB CONVENTION SUITE 1722-23-24

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
John D. Stebbins	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
1737 DeSales St. N.W.	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Swezey named to Labor post

MR. SWEZEY

Appointment of ROBERT D. SWEZEY as consultant to advise Labor Dept. on effectiveness of its programs was announced Wednesday by Secretary of Labor James P. Mitchell. Mr. Swezey resigned Jan. 1 as executive vp and general manager of WDSU-AM-TV New Orleans but retains 20% interest in stations. In Labor post, Mr. Swezey will consult on manpower development and utilization, services for youth and older workers, apprenticeship and training, employment service activities, including farm placement service, department's new regulatory activity involving enforcement of provisions of the New Labor-Management Reporting and Disclosure Act of 1959.

Mr. Swezey, an attorney, was vp and general manager of MBS in mid-1940s. Long active in NAB affairs, he is chairman of NAB Freedom of Information Committee. Mr. Swezey joined NBC in 1939 and later moved to Blue Network (now ABC) and then Mutual.

N.Y., joins WFBM as senior writer.

• HEYWOOD L. SIDDONS, formerly program director of KOA-AM-TV Denver, to KCBS San Francisco as writer-producer. MIKE FELIX also joins production staff of KCBS.

• JOE KENNEDY, formerly program director of KELO Sioux Falls, S.D., to KBON Omaha, Neb., as news director.

• LOUISE BARRY named production supervisor of Mutual's New York news bureau.

• DON FOWLER, on promotion staff of WPTF Raleigh, N.C., appointed promotion manager.

• ARNOLD H. KATINSKY, formerly assistant director, member services of RAB, named promotion director of WIP Philadelphia.

• BOB GARRITY, originator of WOR New York's "flying studio", joins WFYI Long Island, N.Y.

• JACK DOLPH, program director for WCAU-TV Philadelphia, named assistant director of sports for CBS News.

• KEENETH BEHAN promoted from studio crew to producer-director at WITI-TV Milwaukee.

• TERRENCE J. LALLEY and LYLE HANSEN join WNAX Yankton-Sioux City, S.D., promotion staff and farm service departments, respectively.

• MARIANNE TOMLINSON joins WRFD Columbus-Worthington, Ohio, as director of women's activities, succeeding JEANNE SHEA who moves to J. Walter Thompson Co.

• PAT GIGLIOTTI and VINCE RAGO appointed assistant production manager and studio supervisor, respectively, at WSJV South Bend-Elkhart, Ind.

• GEORGE BEAVERS, formerly with Broadcast Time Sales, joins WCBS New York as account executive.

• ELLEN WADLEY, head of press information of CBS Washington bureau, named producer on public affairs staff.

• BOB COLE, formerly newsman-air personality at WMRC Milford, Mass., to WDAK Newport, R.I., as announcer-air personality.

• MARTIN GRAY joins WIBW-TV Topeka, Kan., as announcer-newsman.

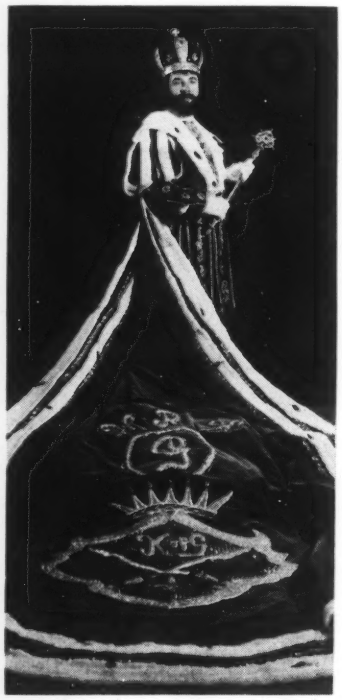
• JAY WOOD, formerly with WSSB, to WDNC, both Durham, N.C., as announcer.

• WILLIAM M. PLANTE, formerly announcer at WNMP Evanston, Ill., to announcing staff of WISN-TV Milwaukee.

• BOB ALLEN, formerly of KNIM Maryville, Mo., to announcing staff of WLEC Sandusky, Ohio.

• LARRY VANCE, formerly disc jockey at KSYD Wichita Falls, to KELP El Paso, both Texas, in similar capacity.

• BOB DREWS, air personality at WCAE Pittsburgh, accepts additional assignment of similar nature at WEEP, that city.



Is this a station manager? • GEORGE H. THOMAS, managing director of KVOL Lafayette, La., who became King (Gabriel XXI) for a day there during the 1960 Mardi Gras celebration, stands splendidly in his royal costume. Mr. Thomas also is president of Louisiana Broadcasters Assn.

Programming

• HANK P. LONG, LEE CANNON, GEORGE GRAY and ALTON WHITEHOUSE named divisional sales managers of Paramount Tv Productions. Mr. Long, formerly vp of MCA-TV Ltd., is western divisional manager. The others, all formerly with ITC, will be midwestern, northeastern and southeastern divisional managers, respectively, for Paramount.

• BOYCE TUTEN appointed vp in charge of sales and associate producer of Lance Productions (tv commercial and film producer).

• ROBERT CESSNA named sales manager of Michigan and Ohio territory for Community Club Services Inc. (promotional firm). He formerly was head of own agency, Cessna Coun-Selling Service (radio marketing management consultant) Adrian, Mich.

• JULIAN LUDWIG, formerly sales representative for Flamingo Films, Los Angeles, becomes general manager in charge of west coast operations.

• JACQUES LIEBENGUTH, formerly general sales manager of Victory Films, named director of syndication sales campaigns for California National Productions.

• JERRY HAUSNER, formerly associate producer of *Milton Berle Show* and program manager of Radio Free Europe, named director of dialogue for UPA Pictures.

• ROBERT L. MILLER, formerly with Bernard L. Shuber Inc., N.Y. (program

distributors) joins Trans-Lux Tv Corp., as administrative assistant to Richard Carlton, vp in charge of sales.

• JOE MCGINLEY and BILL GUY join H.D. Productions as salesmen-announcers for The House Detective (tv real estate program).

Equipment & Eng'ring

MR. DAVIS

• L. BERKLEY DAVIS, general manager of General Electric Co.'s electronic components division (receiving tube, cathode ray tube, power tube and semi-conductor products departments) named vp.

• PAUL S. HEFLIN, formerly member of the General Instrument Corp.'s semi - conductor technical - scientific team, becomes vp of engineering.

MR. OSTBY

• NORMAN J. OSTBY, formerly vp of Don Lee Broadcasting System and more recently general manager of Mutual Broadcasting System's Western Div., named general manager of MacKenzie Electronics, Inglewood, Calif.

• JOSEPH GLASSER appointed manager of manufacturing for Raytheon Co.'s Commercial Apparatus and Systems Div.

• JOHN BETTENCOURT, semiconductor production superintendent for CBS Electronics, promoted to manager of micro-alloy diffused transistors.

International

• A. H. MAITLAND, manager of CBL and CJBC Toronto since 1957, named manager of talent bureau of Canadian Broadcasting Corp., at national program headquarters, Toronto. He is succeeded by J. H. HARVEY, administrative assistant to director of divisional services of CBC Toronto.

• LAURENCE GRANT WILSON, assistant supervisor of variety programs of Canadian Broadcasting Corp., Toronto, named program officer of new CBC-FM network, along with PAUL ROUSSEL of CBC Montreal French-language program headquarters. FM network will link CBC-FM Toronto, CBM-FM Montreal, and CBO-FM Ottawa, Ont.

• MONIC BRETON named traffic manager of CFCM-TV and CKMI-TV Quebec City.

Engineer awards

The Institute of Radio Engineers has named six engineers as recipients of annual awards to be presented during the institute's international convention scheduled for the Waldorf-Astoria Hotel, New York, March 21-24.

They are: HARADEN PRATT, IRE secretary and consulting engineer, Founders Award; HARRY NYQUIST, consulting engineer, IRE Medal of Honor; J.A. RAJCHMAN, RCA Labs., Morris Liebmann Memorial Prize Award; J.W. GEWARTOWSKI, Bell Telephone Labs., Browder J. Thompson Memorial Prize Award; K.A. NORTON, National Bureau of Standards, Harry Diamond Memorial Award, and E.J. NALOS, General Electric Co., W.R.G. Baker Award.

Allied Fields

• A. VICTOR LUDINGTON JR., formerly sales manager of WLYH-TV Lebanon, Pa., resigns to form Sellavision, service organization to prepare sales material for small market tv stations. Agency is located at 2101 North Front St., Harrisburg, Pa. Phone: CE 8-1787.

• ELLIOTT F. CAVALIER appointed vp in charge of sales development for Northwest Schools, Portland, Ore.

Deaths

MR. DILLON

• J. CLIFFORD DILLON, 55, chairman of creative board of Compton Adv., N.Y., died March 16. He joined Compton in 1954 as vp and associate creative director. Previously, he was vp and copy chief at Dancer-Fitzgerald-Sample.

MR. HOWELL

• JOHN HOWELL, 40, vp and general sales manager for CBS Films Inc., N. Y., died March 16 after falling or jumping in front of subway train. Mr. Howell joined CBS-TV Film Sales, forerunner organization, as account executive in 1953, became general sales manager in 1957 and vp in 1958.

Trial run • Mike McGreevey and Darren McGavin, stars of NBC-TV's *Riverboat* series are shown testing the durability of a cut-out toy made from a new type wet-strength paper bag, currently being test marketed by American Cyanamid Co. The promotional tie-in with the program's stern-wheeler, the "Enterprise," is proving to be a natural for the product, which is made of the company's Melostrength (R) melamine resin. The bags are being tested in several supermarkets around the country, and a one-time offer of the *Riverboat* bags on WRCA-TV New York's *Hi Mom* program reportedly prompted several thousand requests.

NAB's radio month

NAB has adopted the theme "Radio . . . Heart Beat of Main Street" for National Radio Month, to be celebrated in May. John F. Meagher, vice president, said emphasis will be placed on radio stations as focal points of their communities.

Radio Month kits with announcements, speeches, mats, promotion ideas and other material will be sent stations by the NAB public relations department, headed by John Couric. A series of transcribed jingles has been produced by Faillace Productions, New York.

Plans for Radio Month observance were approved at a recent meeting of the NAB Radio Public Relations Committee, of which Robert L. Pratt, KGGF Coffeyville, Kan., is chairman.

News diploma

Instead of merely mailing cash to listeners who call in news as tips for tips, CJMS Montreal has hit upon the dignified idea of enrolling them as associate members of its news staff. An elaborate diploma is mailed to each one, with silver and gold seals awarded for each subsequent newsworthy item. At the end of the year the station plans to hold a reception where further prizes and a grand prize for a story chosen by an especially appointed committee will be presented to the news associates.

Youth orchestra

CKGM Montreal has developed and is supporting a Philharmonic Youth Orchestra. The station pays rehearsal costs, transportation, hall rental fees, musical score costs, etc. Benefiting from CKGM's generosity, 55 young musicians will be sent to the Ottawa Music Festival in April. They have already played to a capacity audience in Montreal and plans have been made for several concerts in that area this summer.

• Drumbeats

Aged in the tin • Art Ford, personality with WRCA New York, launched an informal contest offering to buy the most unusual article he was offered. An avalanche of oddities proceeded, including a two-man submarine for $100,000, a circus of fleas dressed in Mexican costume, a slightly-used trolley car and a mastodon's tooth (cheap at 4¢). The winner was a Navy lieutenant who had dug up a tin of cocoa cached at the South Pole by explorer Capt. Robert F. Scott in 1910. The naval officer appeared on Mr. Ford's program to collect his asking price—cake and a cup of *coffee*, while the m.c. adventurously sampled the half-century-old cocoa.

Sugar-coated pill • "Just to show you we don't mind passing the buck, here's one for you!" With a crisp dollar bill attached, this note arrived for agency executives in Dayton, Ohio, as an almost-painless way of informing them that WAVI, that city, had increased its rates. One dollar was the increase on a one-minute spot. The note went on to say that the best way they could spend the gift dollar in behalf of their clients was by buying time on WAVI.

Got a light? • KEWB San Francisco is distributing over 500,000 six-color match folders, each bearing a serial number, to retail outlets throughout the area. Starting April 1, certain lucky numbers will be read regularly over that station by disc jockeys and the matching match books will be good for cash prizes. KEWB is promoting the contest on the air and through transit and newspaper advertising.

Aiding the competition • WJPS Evansville, Ind., has promoted a "copycat kit" designed for use by station managers and program directors of competing stations, in which it lists successful contests and gimmicks it has run over the past several years. This handbook for would-be imitators was offered for 25 cents. The station reports that response has been good but that the quarters are flowing in from listeners rather than from rival management.

Down with dope! • KFWB Los Angeles reports that it has put its facilities at the disposal of the Student Crusade Against Narcotics, spearheaded by a saturation spot campaign running 'round-the-clock. Pleas for sterner legislation against dope peddlers servicing teenagers and for funds to continue the campaign have been made. Law enforcement officers and students themselves have recorded the 30-second spot announcements. The funds are requested to send the crusaders to Sacra-

mento to urge the legislature to pass special strictures against the narcotics trade.

News map response • KGLO-AM-TV Mason City, Iowa, report over 6,000 requests from listeners and viewers in response to an offer of a world affairs news map at 25 cents per copy. The maps are designed "to help you follow the news of the day" and also list facts on number and times of station newscasts, plus CBS Radio and CBS-TV news services and facilities.

'Protector' of businessmen • In keeping with the theme of commercials aired for Kaiser aluminum foil, WISN Milwaukee has mailed out aluminum-covered helmet liners to area grocers currently not stocking the household item. The spots feature an aggressive Kaiser salesman, "Clark Smathers," who might be expected to call on them. In an accompanying letter, the station said it valued them as local businessmen and wanted to "protect" them from any "head-bopping" or other hazards as the result of a visit from "Mr. Smathers."

Juvenile royalty • Each month Don Lamond, host of KTTV (TV) Los Angeles' *Three Stooges* show, features a boy or girl, aged 6 to 12, as prince or princess of the month. The child must be nominated by an adult on entry blanks picked up at local Sears' stores and submitted to an impartial panel of three judges. Criteria for coronation are "extraordinary obedience, politeness and helpfulness," but the candidate must also be "full of fun." In addition to appearing on the show, the winner is taken to Sears for a $500 shower of gifts and gets to spend the day with Mr. Lamond or the Stooges at an amusement center.

Wind up • Rush Evans, program director of WIBW-TV Topeka, Kan., works up a 12-mile-per-hour wind to demonstrate the WIBW weather watcher being offered to listeners by the radio companion station. The temperature-barometer-wind guage was promoted on tv and radio to blow up interest in WIBW's expanded weather service, which features 12 reports daily direct from Krick Weather Central, Denver.

A school tale • Jerome Courtland, 6-foot 5-inch lead of *The Tales of the Vikings* tv series syndicated by Ziv-United Artists Television, met high school history classes during a cross-country tour. The star was flown by jet from Munich, Germany, where the film crew is headquartered, visiting sponsors and civic groups in major markets where the film is shown. Advised that some schools assign viewing of the series to history classes because of its authentic historical background and flavor, Mr. Courtland arranged to speak to groups of students. With him on the tour that included Miami; Chicago; Columbus, Ohio; Los Angeles; Toronto; Charlotte, N.C., and New York were several hundred pounds of props and costumes created for the series. Several years' research went into the series and its forerunner motion picture, both produced by Kirk Douglas' Brynaprod Co. The tv series is now sold in more than 115 markets.

Radio over coffee • Estimated 200 agency executives turned out March 10 at 9:30 a.m. for coffee and a sound-on-film presentation in New York of "This Is Washington" produced by WTOP that city. The 20-minute color film put together market research data dealing with local consumer buying and radio listening habits. Meeting was presided over by Lloyd Dennis, vice president-general manager, and Robert Schellenberg, sales manager, both WTOP, and Milton F. (Chick) Allison, vice president-general manager, CBS Radio Spot Sales. The private screening was held at a CBS studio. Market data included focus on population, total retail sales, buying income, media comparisons and character of the radio medium in the Nation's Capital.

'Weather whys' • WBBM Chicago reports it's received several thousand requests for copies of a new weather guide by weathercaster P.J. Hoff. It has been published by his twice-daily client, St. Paul Federal Savings & Loan Assn. Since the original offer Feb. 8, the station has averaged roughly 1,000 requests each day for the booklet, designed to help listeners "enjoy the weather." Its contents cover several topics, including weather fronts, thunderstorms, cloud charts, tornadoes and hurricanes, weather extremes, temperature-humidity indices and barometer wind tables.

A Part of Every Community Project*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area . . . a circumstance that *must* be reflected in audience response to advertising carried.

* Five full ½ hours of local public service programming each week.

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Station Authorizations, Applications

As Compiled by BROADCASTING

March 10 through March 16. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications autherization. SSA—special service autherization.—STA—special temporary autherization. SH—specified hours. *—educational. Ann. Announced.

Existing Tv Stations

CALL LETTERS ASSIGNED

KCDA Douglas, Ariz.—Electron Corp.

*WXGA-TV Savannah, Ga.—Georgia State Board of Education.

KRNM-TV Roswell, N.M.—Roswell Telecasting Co.

WCIV Charleston, S.C. — Atlantic Coast Bcstg. Corp.

New Am Stations

APPLICATIONS

Demopolis, Ala.—Bigbee Bcstg. Co. 1350 kc, 5 kw D. P.O. address Demopolis, Ala. Estimated construction cost $22,247, first year operating cost $24,000, revenue $30,000. Principals are **Paul Nichols, William C. Reid** and **Houston L. Pearce,** 33⅓% each. Applicants are owners of WRRN Butler, Ala. Ann. Mar. 11.

Williston, Fla.—Levy County Bcstg. Co. 730 kc, 500 w D. P.O. address % Royal L. French, Williston, Fla. Estimated construction cost $18,833, first year operating cost $24,000, revenue $37,500. Principals include **J.A. Burke, J.E. Accola, H.H. Phillips,** 20% each, and others. Mr. Burke is accountant. Mr. Accola is in plumbing business. Mr. Phillips deals in livestock. Ann. Mar. 15.

Radnor, Pa.—Main Line Bcstrs. 1510 kc, .25 kw D. P.O. address 100-25 Queens Blvd., Forest Hills, N.Y. Estimated construction cost $14,367, first year operating cost $48,000, revenue $54,000. Principals are **Arnold Katinsky,** 51%, and **Martin Pinsker,** 49%. Mr. Katinsky is employe of Radio Advertising Bureau Inc., New York. Mr. Pinsker is employe of CBS. Ann. Mar. 2.

Imperial, Neb.—Nebraska - Kansas - Colorado Bcstg. Corp. 1420 kc, 1 kw D. P.O. address Imeprial, Neb. Estimated construction cost $16,027, first year operating cost $26,000, revenue $30,000. Principals include **Gilbert L. Poese,** 28.5%, **William B. Weir, Bertram S. Arnison,** 14.3% each, and others. Mr. Poese is manager of KBRX O'Neill, Neb. Mr. Weir is in insurance. Mr. Arnison is in retail clothing business. Ann. Mar. 16.

Existing Am Stations

APPLICATIONS

KIBS Bishop, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Mar. 10.

KMET Paradise, Calif.—Mod. of cp which authorized new standard broadcast station to increase power from 500 w to 1 kw (930 kc). Ann. Mar. 16.

KRAD East Grand Forks, Minn.—Cp to change hours of operation from D to unl., using power of 1 kw and install DA-N (1590 kc). Ann. Mar. 10.

WNAT Natchez, Miss. — Cp to increase daytime power from 250 w to 1 kw, install new trans. for daytime use (2 main trans.) (1450 kc). Ann. Mar. 10.

KBMN Bozeman, Mont.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Mar. 10.

KPRK Livingston, Mont.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Mar. 10.

WLIB New York, N.Y.—Cp to increase power from 1 kw to 10 kw (limited to WOWO); change ant.-trans. location; install DA-1, and new trans. (1190 kc). Ann. Mar. 14.

WHA Madison, Wis.—Cp to change frequency from 970 kc to 750 kc; increase power from 5 kw to 10 kw; change ant.-trans. location; changes in ant. system and ground system; install new trans. (Request waiver of Sec. 1.351 of rules.) Ann. Mar. 14.

CALL LETTERS ASSIGNED

KSWC Tucson, Ariz. — Southwest Bcstg. Co.

KUZZ Bakersfield, Calif.—Valley Radio Corp. Changed from KIKK.

KRML Carmel, Calif.—Carmel Bcstg. Co. Changed from KTEE.

KMOR Littleton, Colo.—Skyline Bcstg. Inc. Changed from KUDY.

WEAS College Park, Ga.—College Park Bcstg. Inc. Changed from WCPK.

WAXU Georgetown, Ky.—Robert E. Johnson. Changed from WGOR.

WTKY Tompkinsville, Ky.—WMCV Inc.

WJRL Rockford, Ill.—Town & Country Radio Inc.

KARR Great Falls, Mont.—Pat M. Goodover. Changed from KXLK.

KLCB Libby, Mont. — Lincoln County Bcstrs. Changed from KOLL.

KWVR Enterprise, Ore.—Wallowa Valley Radio.

KQEN Roseburg, Ore.—Umpqua Bcstrs. Inc. Changed from KRXL.

WNPV Landsdale, Pa.—Equitable Publishing Co.

WSHH Latrobe, Pa.—Joel W. Rosenblum. Changed from WAKU.

WFLS Fredericksburg, Va.—Star Bcstg. Corp.

WXMT Merrill, Wis. — Thunder - Bird Bcstg. Inc. Changed from WMRW.

New Fm Stations

APPLICATIONS

Fremont, Calif. — Triumph Bcstrs. 104.9 mc, .814 kw. P.O. address 1201 Van Ness Ave., San Francisco, Calif. Estimated construction cost $14,224, first year operating cost $13,200, revenue $18,000. Principals are **Russell J. Hyde,** 40%, **Lawrence Loughran** and **Leon A. Crosby,** 30% each. Messrs. Crosby and Loughran are employes of KOFY San Mateo, Calif. Mr. Hyde is in automobile sales. Ann. Mar. 11.

Pensacola, Fla.—Mello-Tone Inc. 94.1 mc, 1 kw. P.O. address 703 S. Madison Drive, Pensacola, Fla. Estimated construction cost $15,746, first year operating cost $24,000, revenue $36,000. Principals include **Earl D. Hutto,** 58.14%, **Reubin O'D Askew,** 13.95%, and others. Mr. Hutto is employe of WEAR-TV Pensacola. Mr. Askew is attorney. Ann. Mar. 15.

Sarasota, Fla. — Multitone Music Corp. 102.5 mc, 2.73 kw. P.O. address 1373 Fifth St., Sarasota, Fla. Estimated construction cost $22,414, first year operating cost $14,907, revenue $22,464. Principals are **James E. Grant Jr., Harold J. Bische, John F. Cannon** and **Melton L. Augustine,** 25% each. Messrs. Bische and Cannon are owners of industrial electronics sales and service company. Mr. Grant is electronics technician. Ann. Mar. 10.

Existing Fm Stations

CALL LETTERS ASSIGNED

*KHSC Arcata, Calif.—State of California, Humboldt State College.

*KEBS San Diego, Calif.—State of California, San Diego State College.

KSTM-FM Santa Monica, Calif. — Santa Monica Bcstg. Co.

WBAL-FM Baltimore, Md.—Hearst Corp. Changed from WFDS-FM.

KOIL-FM Omaha, Neb.—Don W. Burden. Changed from KCOM.

WGLI-FM Babylon, N.Y. — WGLI Inc. Changed from WTFM.

*WSBF-FM Clemson, S.C.—Clemson Agricultural College of South Carolina.

WWCN Woodbridge, Va. — S&W Enterprises Inc. Changed from WBVA.

WTOS Wauwatosa, Wis.—Broadcast Inc.

Ownership Changes

APPLICATIONS

WTCB Flomaton, Ala.—Seeks transfer of negative control of **Tri-City Bcstg. Inc.** from **Andrew J. Lee,** 49%, and **Dot Lee,** 1%, to **Carl E. Jones,** sole owner, for $5,500. Mr. Jones is in banking. Ann. Mar. 8.

KTCN Berryville, Ark. — Seeks assignment of license of **Ozark Radio and Equipment Co.** from **T.W. Rogers, Fred Ward,** and **Mrs. E. Louise Lymbery** (executrix of estate of **Mel. Lymbery**), 33⅓% each, to **Ernest M.** and **Letajo Howard,** 50.33%, **Mrs. Louise Lymbery,** 33⅓%, and **Walter M.** and **Mary Ruth Fuller,** 16.33%, for $30,000. Mr. Howard is employe of KTCN. Mr. Fuller is in hardware. Ann. Mar. 8.

KACY Port Hueneme, Calif.—Seeks assignment of license from **Lincoln** and **Sylvia Dellar,** sole owners to **KACY Inc.** for $150,000. Principals are **Lincoln** and **Sylvia Dellar,** 37.5% each, **Glenn D. Lockhart,** 25%. Mr. Dellar is 35% owner of KLYD-TV Bakersfield, Calif. Mr. Lockhart is employe of KACY. Ann. Mar. 14.

WELE South Daytona Beach, Fla.—Seeks transfer of control of **Quality Bcstrs. of Daytona Beach Inc.** from **James S. Beattie, R. Kelvin Shivers** and **Walter Cronkite,** 33⅓% each, to **R. Kelvin Shivers,** 66⅔%, and **Mr. Cronkite,** 33⅓%. Mr. Cronkite is tv personality. Mr. Shivers is in insurance and financing. Ann. Mar. 10.

WAKE Atlanta, Ga.—Seeks assignment of license from **WAKE Bcstrs. Inc.** to **WAKE Inc.** for $500,000. Principals include **Ira Herbert,** 25%, **Allan D. Emil,** 8¾%, and 10 others. Mr. Herbert was formerly stockholder in WNEW New York. Mr. Emil is attorney. Ann. Mar. 10.

KBTN Neosho, Mo.—Seeks assignment of license from **William Montgomery Harlow** to **Galen O. Gilbert,** 75%, and **W.R. Bentley,** 25%, for $59,500. Applicants are employes of KTLQ Tahlequah, Okla. Ann. Mar. 11.

WENS (TV) Pittsburgh, Pa.—Seeks transfer of control of **Telecasting Inc.** from **Thomas P. Johnson,** 27.3%, and 32 others, to **Thomas P. Johnson,** 60% of issued and outstanding stock, and six others. Twenty-five stockholders turned in 11,380 shares of stock leaving issued balance of 11,460 shares. This automatically increased percentage holdings by Mr. Johnson who subsequently purchased additional 1,000 shares for $450. Ann. Mar. 15.

WTTC-FM Towanda, Pa.—Seeks assignment of license of **Vical Bcstg. Co.** from **Victor A. Michael, T. Justin Myers** Sr. and **M. Alan Poole,** 33⅓% each, to Messrs. **Michael** and **Myers** and **Leroy J. Hopkins,** 33⅓% each, by dissolution of old partnership, formation of new partnership with no monetary consideration. New partner, Mr. Hopkins, is employe of WTTC-FM. Ann. Mar. 15.

KYNT Yankton, S.D.—Seeks assignment of license from **Yankton Bcstg. Co.** to **Leon T. Scoblic** and **Lloyd G. Reedstrom,** equal partners, for $179,400. Applicants are partners in office equipment business. Ann. Mar. 14.

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KNFM (FM) Midland, Tex.—Seeks transfer of control from **Rudolph M. Rubin Jr., James R. Favors, William R. Mettler,** 30% each, and **Wallace R. Jackson,** 10%, to same principals, 25% each. Mr. Jackson will pay $4,300 for his additional shares. Ann. Mar. 10.

WELK Charlottesville, Va.—Seeks assignment of license from **Lawrence Lee Kennedy** to **Virginia Bcstg. Co.** for $100,000. Purchasers are **Margaret Miller Inc., Sterling Hardware Co.,** 40% each, and **Turnbull, Deter & Co.,** 20%. **Knox Turnbull** is principal stockholder in all three firms. Ann. Mar. 15.

WNRV Narrows - Pearisburg, Va. — Seeks assignment of license from **Habieb J. Romanus** to **E.D.** and **Megan H. McWilliams,** equal partners, for $72,000. Applicants hold 25% each in WNAK Nanticoke, Pa. Ann. Mar. 15.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of George T. Hernreich for new tv station to operate on ch. 8 in Jonesboro, Ark. Ann. Mar. 10.

Hearing Examiner J.D. Bond issued initial decision looking toward granting applications of Entertainment and Amusements of Ohio Inc., for new am station to operate on 1320 kc, 500 w, D, DA, in Solvay, N.Y., and WMBO Inc., to increase daytime power of station WMBO Auburn, N.Y., from 250 w to 1 kw, continuing operation on 1340 kc with 250 w N. Ann. Mar. 11.

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Marin Bcstg. Inc., to change trans. site of KTIM San Rafael, Calif., continuing operation on 1510 kc, 1 kw D. Ann. Mar. 15.

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications of Suburbanaire Inc., for new am station to operate on 1590 kc, 1 kw, D, DA, in West Allis, Wis., and Watertown Radio Inc., to increase power of WTTN Watertown, Wis., from 250 w to 1 kw, continuing operation on 1580 kc, D. Ann. Mar. 15.

Hearing Examiner David I. Kraushaar issued initial decision looking toward granting (1) application of E.O. Smith for new am station to operate on 1190 kc, 250 w, unl., DA, in Tolleson, Ariz., and (2) petition by William P. Ledbetter to dismiss without prejudice his application for similar facilities. Ann. Mar. 16.

OTHER ACTIONS

By order, Commission stayed effective date of Jan. 22 initial decision which looked toward granting application of Bloom Radio for increase of power of station WHLM Bloomsburg, Pa., from 500 w to 1 kw, continuing unlimited time operation on 550 kc, DA-2, pending further review by Commission. Ann. Mar. 10.

By order, Commission granted petition by RCA Communications Inc., and dismissed without prejudice its application to add Tel Aviv, Israel, as a point of communication and terminated proceeding. Ann. Mar. 10.

By memorandum opinion and order, Commission denied petition by Bill S. Lahm to delete issue relating to his financial qualifications in consolidated proceeding on his application for new am station in Wisconsin Rapids, Wis., and that of Tomah-Mauston Bcstg. Inc. (WTMB), Tomah, Wis. Comrs. Ford and Cross dissented. Ann. Mar. 10.

By order, Commission stayed effective date of Jan. 26 initial decision on am applications of Bristol County Bcstg. Co., Warren, R.I., and Radio Rhode Island Inc., Golden Gate Corp., and Camden Bcstg. Co., Providence, R.I., pending further review by Commission. Ann. Mar. 10.

By memorandum opinion and order, Commission granted petition by WENT Bcstg. Corp. (WENT), Gloversville, N.Y. and enlarged issues to include economic issue in proceeding on application of Martin Karig for new am station in Johnstown, N.Y. Comrs. Bartley and Craven concurred in part and issued statements; Comr. Ford dissented, with statement. Ann. Mar. 10.

By order, Commission severed from consolidated hearing and consolidated in separate hearing applications for new am stations of Charles J. Lanphier (1570 kc), Golden Valley, Minn., Minnesota Radio Co. (1550 kc), Hopkins-Edina, Minn., and Eider C. Stangland (1550 kc), Sheldon, Iowa. Mr. Stangland petitioned for action. Ann. Mar. 10.

By decision, Commission denied application of Paul A. Brandt for new am station to operate on 1450 kc, 100 w, unl., in Gladwin, Mich. Comr. Lee abstained from voting. Sept. 15, 1959 initial decision looked toward granting application. Ann. Mar. 10.

By memorandum opinion and order, Commission denied petition by Brown Telecasters Inc., for reconsideration and rehearing of Nov. 6, 1959 decision which granted application of Tv Bcstrs. Inc., for mod. of cp of tv station KBMT to operate on ch. 12 in lieu of ch. 31 in Beaumont, Tex., and denied competing applications of Brown and KPBX Bcstg. Co. for new stations on ch. 12 in Beaumont. Comrs. Lee and Ford dissented, former with statement. Ann. Mar. 10.

By memorandum opinion and order, Commission denied petition by Joseph Brenner for amendment to Sec. 3.658 of rules to require that one year after effective date of amendment no license shall be held by tv station affiliated with network unless at least one-third of network's affiliates are uhf stations, and unless one-half of network's affiliates are uhf stations after two years from effective date of amendment. Ann. Mar. 10.

Commission instructed its associate general counsel Edgar W. Holtz, who is specially assigned FCC counsel in rehearing of Miami, Fla., tv ch. 7 case, to request Judge Horace Stern, commission-appointed hearing examiner, to postpone hearing in that proceeding until after conclusion of jury retrial of Mack-Whiteside case set for April 25. Counsel for Mr. Mack requested Commission to withhold further proceedings in Miami case, to which the criminal division of Dept. of Justice concurred. Prehearing conference of Mar. 16 in Philadelphia will be held by Judge Stern as scheduled. Ann. Mar. 15.

Commission invites comments to notice of proposed rulemaking looking toward dropping in ch. 7 to Lander, Wyo., in addition to that city's uhf ch. 17 assignment. Commission believes this proposal is better than proposal by Rocky Mountain Tele Stations (KTWO-TV, ch. 2), Casper, to shift ch. 6 from Casper to Lander. Ann. Mar. 10.

Commission addressed following letter to D.R. Hull, president of Electronic Industries Assn., in connection with further correspondence regarding stereophonic study:

"This is in reply to your letter of Feb. 9, 1960, in which you indicate that, prior to Mar. 15, 1960, you are submitting a report on the work of the National Stereophonic Radio Committee in the field of fm stereo standards. Such report will be of substantial value to the Commission in its determinations with respect to promulgating rules, regulations and standards, and in establishing a stereo system in the fm broadcast service.

"The Commission notes from your letter that work of the various panels is being terminated but that they will continue on a standby basis and that EIA stands ready to assist the Commission in any manner possible with respect to stereo broadcasting. As was previously indicated, the Commission expects to issue a Notice of Proposed Rule Making as expeditiously as possible after Mar. 15, 1960. Undoubtedly your report will be the nucleus of such a Notice, and will form the basis upon which technical comments will be requested. The Commission is aware of the fact that one phase of your research program in this matter was the actual testing of the proposed systems under study in order to evaluate them on an operational basis. This, the Commission feels, would be most helpful to the final resolution as to which system or systems might provide the best performance. For this reason, and since your Committee has kindly offered further assistance, the Commission is hopeful that your Committee will undertake to make the tests as you originally planned and submit the results thereof as a report in response to the above-mentioned Notice of Proposed Rule Making. In order to meet the tentative time-schedule which the Commission has in mind, we would appreciate your making every effort to have your final report available to the Commission at a date no later than July 29, 1960.

"You may be assured of the continued active participation of Commission engineers in both the Broadcast Bureau and the Chief Engineer's Office." Ann. Mar. 10.

Routine Roundup

ACTIONS ON MOTIONS

By Comr. John S. Cross

Granted petition by Wabash Valley Bcstg. Corp. (WTHI-TV) and extended to Mar. 8 time to file exceptions to initial decision in Terre Haute, Ind., tv ch. 2 proceeding. Action Mar. 8.

Granted petition by Spartan Radiocasting Co., and extended to Mar. 9 time to file responsive pleadings to joint petition by protestants Wilton E. Hall and Greenville Tv Co. to review chief hearing examiner's Feb. 9 memorandum opinion and order in proceeding on application of Spartan for

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mod. of cp of station WSPA-TV Spartanburg, S.C. Action Mar. 9.

Granted petition by Broadcast Bureau and extended to Mar. 15 time to file exceptions to supplemental initial decision in proceeding on am applications of Jefferson Radio Co., Irondale, and Bessemer Bcstg. Inc. (WBCO), Bessemer, both Alabama. Action Mar. 11.

Granted petition by Palmdale Broadcasters (KUTY), Palmdale, and Voice of Orange Empire Inc. (KWIZ), Santa Ana, both California, and extended to Mar. 21 time to file reply to opposition of Broadcast Bureau to petitioners' joint petition for reconsideration and grant without hearing of their am applications. Action Mar. 11.

Granted petition by John A. Barnett, protestant in proceeding on applications of Microrelay of New Mexico Inc., for new fixed video radio stations near Corona, and at Boy Scout Mountain, both New Mexico, and extended to Mar. 21 time to reply to petition for reconsideration and further petition for reconsideration by Microrelay of New Mexico Inc. Action Mar. 14.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Patteson Brothers (KBTM), Jonesboro, Ark., to dismiss without prejudice its am application and retained in hearing status remaining applications in consolidation (Radio Muscle Shoals Inc., WOWL Florence, Ala., et al.). Action Mar. 8.

On own motion, scheduled oral argument for 9 a.m., Mar. 10 on joint petition by Arenze Broadcasters (KCOY) and James M. Hagerman and John I. Groom (KSMA), both of Santa Maria, Calif., for leave to intervene in proceeding on applications of Radio Atascadero and Cal-Coast Broadcasters for new am stations in Atascadero and Santa Maria, both California; reconsidered action of chief hearing examiner released Mar. 4, advancing date of hearing from April 14 to Mar. 11, and, in this behalf also, oral argument will be heard. Action Mar. 9.

Granted petition by East Virginia Bcstg. Co. for dismissal without prejudice of its application for new am station in Smithfield, Va., which was in consolidated proceeding with am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Mar. 14.

Vacated action released Mar. 4 advancing date of hearing from April 14 to Mar. 11 in proceeding on applications of Radio Atascadero and Cal-Coast Bcstrs. for new am stations in Atascadero and Santa Maria, both California; scheduled hearing for April 14; granted joint petition by Arenze Bcstrs. (KCOY) and John I. Groom and James M. Hagerman (KSMA), both of Santa Maria, Calif., for leave to intervene in proceeding; granted petition by Radio Atascadero to dismiss without prejudice its application, and dismissed the following pleadings by Arenze Bcstrs. (KCOY) and John I. Groom and James M. Hagerman (KSMA): motion for stay of order; motion for continuance, and petition for reconsideration of chief hearing examiner's order. Action Mar. 14.

By Hearing Examiner J.D. Bond

Granted requests by Wood Bcstg. Inc. (WOOD-TV), Grand Rapids, Mich., and Tv Corporation of Mich. Inc. for various corrections, to extent indicated in appendix, to transcript in proceeding to change facilities of WOOD-TV; afforded five days for objections from release date of order, Mar. 9. Action Mar. 9.

Pursuant to agreements reached at Mar. 9 further hearing conference in Biloxi, Miss., tv ch. 13 proceedings, scheduled further hearing for May 25. Action Mar. 9.

Scheduled prehearing conference for April 11 and continued to date to be fixed by subsequent order hearing scheduled for April 11 in proceeding on am applications of John Clemon Greene Jr., Winchester, Va., et al. Action Mar. 14.

Granted petition and amendment by Union County Bcstg. Co., Morganfield, Ky., and extended from Mar. 11 to Mar. 18 date for filing of nonengineering exhibits and from Mar. 18 to Mar. 22 for notification of witnesses for cross-examination by Union County; application is in consolidated proceeding with am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Mar. 14.

By Hearing Examiner Basil P. Cooper

Granted motion by Kern County Bcstg. Co. for continuance of evidentiary hearing from Mar. 14 to May 14 in proceeding on application of Bakersfield Bcstg. Co. to change facilities of KBAK-TV Bakersfield, Calif. Action Mar. 9.

Granted petition by Mount Wilson Fm Bcstrs. Inc (KBCA), Los Angeles, Calif., for leave to amend its fm application so as to reduce power from 51.414 kw to 18 kw; application is consolidated with fm application of Freddot Ltd. (KITT [FM]) San Diego, Calif. Action Mar. 11.

By Hearing Examiner Charles J. Frederick

Pursuant to agreements reached at hearing session in group 3 of consolidated am proceeding on applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al., ordered that direct case of WFTM Maysville, Ky., shall be presented on May 3; that rebuttal cases of all parties in group 3 desiring to submit rebuttal evidence shall be submitted by or on May 3, and scheduled further hearing insofar as it pertains to group 3 for May 3. Action Mar. 9.

Granted petition by Malrite Bcstg. Co., Norwalk, Ohio, for leave to correct minor errors in description of coordinates of its proposed trans. site; application is in consolidated proceeding with am applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al., group 3. Action Mar. 10.

Granted petition by WQUA Inc. (WQUA), Moline, Ill., for leave to amend its am application to substitute Radio Moline Inc., for WQUA Inc.; application is in consolidated proceeding with am applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al. Action Mar. 14.

By Hearing Examiner Millard F. French

With consent of all parties in Lake Charles, La., tv ch. 3 proceeding, continued hearing from Mar. 10 to Mar. 17. Action Mar. 10.

Issued statement after prehearing conference and order of continuance in proceeding on applications of David L. Kurtz and Brandywine Bcstg. Corp., for new fm stations in Philadelphia and Media, both Pennsylvania; scheduled May 10 for exchange of exhibits, and continued hearing from April 5 to May 17. Action Mar. 14.

By Hearing Examiner Isadore A. Honig

Granted motion by Sunbury Bcstg Corp. (WKOK), Sunbury, Pa., for indefinite continuance for further procedural steps to be taken including commencement of hearing on Mar. 21, in proceeding on its am application; directed applicant to file progress report by May 9. Action Mar. 9.

Granted request of Radio New Smyrna Inc., and continued indefinitely dates for prehearing exchange of applicant's proposed exhibits and for commencement of hearing (Mar. 3 and 16, respectively), pending action by Commission on applicant's pleading "Waiver and Motion" in proceeding on application of Radio New Smyrna Inc., for new am station in New Smyrna Beach, Fla. Action Mar. 9.

By Hearing Examiner H. Gifford Irion

Upon request by applicants, closed record and scheduled April 15 as final date for filing proposed findings and conclusions in proceeding on applications of Charles J. Lanphier for new am station in Golden Valley, Minn., et al. Action Mar. 15.

Granted joint request by Frank James and San Mateo Bcstg. Co., and extended from Mar. 15 to April 15 date for filing proposed findings in proceeding on their applications for new fm stations in Redwood City and San Mateo, both California. Action Mar. 15.

Granted request by Garden of the Gods Bcstg. Co. (KCMS), Manitou Springs, Colo., for continuance of certain procedural steps in proceeding on its am application, et al.; scheduled hearing for May 18. Action Mar. 15.

By Hearing Examiner Annie Neal Huntting

Issued statement and order following first prehearing conference in proceeding on am applications of Cecil W. Roberts and Jane A. Roberts, Poplar Bluff, Mo., et al., scheduled various procedural steps, and continued hearing from April 11 to May 11. Action Mar. 9.

By Hearing Examiner Jay A. Kyle

Upon request by Douglas H. McDonald and Broadcast Bureau, continued hearing from Mar. 15 to April 26 on order directing McDonald, WTVW (ch. 7) Evansville, Ind., to show cause why his authorization for WTVW should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action Mar. 11.

By Hearing Examiner Herbert Sharfman

On own motion, ordered that transcript of prehearing conference of Feb. 26 be corrected in various respects in proceeding on applications of Microrelay of New Mexico Inc., for new video radio stations near Corona, and at Boy Scout Mountain, both New Mexico, and afforded five days for objections. Action Mar. 10.

By Hearing Examiner Elizabeth C. Smith

Granted motions by Mt. Vernon Radio & Tv Co. (WMIX), Mt. Vernon, Ill., to strike

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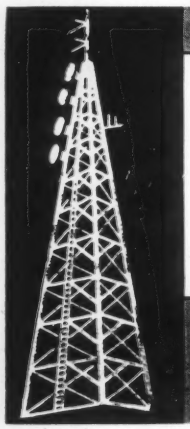

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Collins new high fidelity monitor speakers

The sound of your station is your basic product. Hear it as it should be heard — in high fidelity — with Collins new line of monitor speakers.

Collins CS-8, 8" and CS-12, 12" speakers are only 3½" deep. These economical speakers are constructed with sturdy die cast frames and are easily installed in the ceiling or walls of your studio, lobby or waiting room. Both have a power handling capacity of 20 watts. Frequency response of the CS-8 is from 50 to 13,000 cps, CS-12 is from 30 to 13,000 cps. Radax construction permits CS-8 crossover at 2,000 cps; CS-12 crossover at 1,800 cps. Contact Collins for further information.

CS-8 CS-12

COLLINS

COLLINS RADIO COMPANY
CEDAR RAPIDS • DALLAS • BURBANK

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through March 16

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3404	64	73	812
FM	645	64	162	109
TV	472	52	103	121

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through March 16

	VHF	UHF	TV
Commercial	447	77	524
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through February 29, 1960

	AM	FM	TV
Licensed (all on air)	3,404	645	472[1]
CPs on air (new stations)	58	51	55[2]
CPs not on air (new stations)	79	152	97
Total authorized stations	3,541	848	672
Applications for new stations (not in hearing)	583	78	58
Applications for new stations (in hearing)	231	34	65
Total applications for new stations	814	112	123
Applications for major changes (not in hearing)	683	35	35
Applications for major changes (in hearing)	188	10	20
Total applications for major changes	871	45	55
Licenses deleted	0	1	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

engineering data and exhibits of Florence Bcstg. Inc., Brownsville, Tenn., without prejudice to exchange by Florence of its engineering exhibits in proceeding on its am application et al., on or before Mar. 14. Action Mar. 4.

Denied petition and supplement for leave to amend its am application by Florence Bcstg. Inc., Brownsville, Tenn.; amendments proposed relate to financial and engineering matters. Action Mar. 4.

Scheduled oral argument for Mar. 14 on petitions for leave to amend their am applications in group 2 of consolidated proceeding on am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al.—Charles H. Chamberlain, Urbana, Ohio, at 10 a.m., and Western Ohio Bcstg. Co., Delphis, Ohio, at 11 a.m. Action Mar. 4.

Granted petition by Fort Wayne Bcstg. Co. for leave to correct an inadvertent error in resolution of pattern for its proposed am station in Fort Wayne, Ind., which is in consolidated proceeding on am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Mar. 10.

Granted motion by Santa Clara Bcstg. Inc., respondent, for certain specified corrections to transcript of further hearing held on Jan. 29 in proceeding on application by Bay Area Electronics Assocs. for new am station in Santa Rosa, Calif. Action Mar. 11.

Granted petition by Francis M. Fitzgerald insofar as he requests leave to amend his application for new am station in Greensboro, N.C., to make certain engineering changes therein and denied request for retention of applications, as amended, in hearing status; returned application to processing line; application is in consolidated proceeding with am applications of H and R Electronics Inc., Greenville, N.C., et al. Action Mar. 11.

By Hearing Examiner Horace Stern

Issued answers to proposed findings of fact and conclusions of law in Springfield, Ill., deintermixture rulemaking remand proceeding. Action Mar. 14.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of March 11

WSTR Sturgis, Mich. — Granted assignment of cp to Water Wonderland Bcstg. Co. Inc.

Following stations were granted extensions of completion dates as shown: WRUL Scituate, Mass. to June 30; WKBR Manchester, N.H. to Aug. 15; KMET Paradise, Calif. to June 15; KRAK Stockton, Calif. to April 15.

KREH Oakdale, La.—Remote control permitted; condition.

Actions of March 10

Following stations were granted extensions of completion dates as shown: KARO (FM) Houston, Tex. to June 1; KRKO Everett, Wash. to May 9; WINQ Tampa, Fla. to July 1; WDIA-FM Memphis, Tenn. to Sept. 1.

Actions of March 9

WGOG Walhalla, S.C. — Granted assignment of licenses to **Oconee Bcstg. Inc.**

WPIC - AM - FM Sharon, Pa. — Granted transfer of negative control from **Alastair B. Martin** to **Alastair B. Martin, Howard Phipps Jr.** and **Bessemer Trust Co.**, trustees for **Edith P. Martin.**

KSFR (FM) San Francisco, Calif.—Granted cp to increase ERP to 41 kw, decrease ant. height to 1,140 ft., change type trans. and type ant.; remote control permitted.

K77AK The Dalles, Ore.—Granted mod. of cp to change ERP to 85 w, type trans., changes in transmission line and ant. system and change location of remote control point to tv translator station.

WSAB (FM) Mt. Carmel, Ill.—Granted mod. of cp to increase ERP to 37 kw, ant. height to 410 ft., change ant.-trans. location, make changes in ant. system, change type trans. and type ant.; remote control permitted.

KBIQ (FM) Los Angeles, Calif.—Granted mod. of cp to change type trans.; condition.

WJZZ (FM) Bridgeport, Conn.—Granted mod. of cp to decrease ERP to 8.9 kw, change type trans., make changes in ant. system and change type ant.; waived Sec. 3.205 of rules to permit studio to be located outside city of Bridgeport and not at site where trans. is located.

WBKV West Bend, Wis.—Granted authority to sign-off at 6 p.m., CDST, for period April 1 through Oct. 31.

KCUE Red Wing, Minn.—Granted authority to sign-off at 6:15 p.m. for period April 1 through Sept. 30, except for special events when station may operate to licensed sign-off time.

WBEV Beaver Dam, Wis.—Granted authority to sign-off at 6 p.m., for period April 1 through Aug. 31.

Following stations were granted extensions of completion dates as shown: WKY-TV Oklahoma City, Okla. (aux. ant.) to Mar. 31; KBIQ (FM) Los Angeles, Calif. to Sept. 10; WOI Ames, Iowa to June 24; KMUZ (FM) Santa Barbara, Calif. to July 1; KSYX Santa Rosa, N.M. to Aug. 31; WITA-FM San Juan, P.R. to Sept. 28; WILY (FM) Pittsburgh, Pa. to July 15; WABQ-FM Cleveland, Ohio to June 13; KEEL Shreveport, La. to Sept. 1; WRJN (main & aux.) Racine, Wis. to May 21.

Actions of March 8

KPGE Page, Ariz.—Granted mod. of cp to change ant.-trans. location, studio location, delete remote control point, change type trans. and correct coordinates.

WMIC St. Helen, Mich.—Remote control permitted.

Continued on page 115

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

The manager we want must be a capable chief engineer with directional experience, able to direct station personnel, have sales experience, be a good business manager. A wonderful opportunity if you qualify. Send resume, tape and pix to Box 615S, BROADCASTING.

Sales manager, age 25-35, who is currently occupying this position can move up to a 5 kw in a larger east coast market. Excellent opportunity to go higher. Rush photo and resume. Box 619S, BROADCASTING.

Major market independent in the east has a p.d. opening for a man who is a successful medium market manager today. Must be good supervisor of all departments. Excellent advancement possibilities in chain. Box 621S, BROADCASTING.

Radio sales manager. Excellent opportunity. Must have proven sales record. Top-rated station. Network affiliate. Five figure salary. Send full details. Box 727S, BROADCASTING.

Sales manager by well-established medium market station in beautiful Florida city. Excellent opportunity for experienced young salesman with ideas. Box 755S, BROADCASTING.

Wanted. Manager-salesman for new 5 kw daytimer opening up in Pine Bluff, Arkansas. Must have proven sales ability. Also need salesman for 1 kw daytimer in Meridian, Miss. Send references, photo, previous experience, and salary expectations to: Phillip Brady, Box 604, McComb, Mississippi.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for **aggressive self-starter salesman. Top station Washington,** D.C. market. Box 867P, BROADCASTING.

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

St. Louis-top independent. Top money and future for salesman who loves to sell. Box 563S, BROADCASTING.

Experienced salesman with management potential to join group station in the east. Excellent draw plus commission. Send background and snap. Box 620S, BROADCASTING.

Wanted: Honest, reliable local times salesman for expanding small market—full time—10 year old newly affiliated network station—well financed—no pressures. Pleasant living conditions in the most famous small town in the U. S. Salary and commission to right man. Send full details to Box 678S, BROADCASTING.

$100-$150 guarantee Delaware good music station. Need sales idea man with at least three years experience. 60th market. Box 681S, BROADCASTING.

Salesman, challenging market, opportunity for manager. Must be sober, reliable, not afraid of work. Clean record of personal finances. References required—We'll check. Can write own ticket for boosting sales . . . $100 plus excellent commission. New studios, middle Atlantic states. Box 697S, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Excellent opportunity. Ohio's leading daytime station (5000 watts) has opening for aggressive salesman. Five figure earnings for good producer. Send complete resume with references and recent picture. Write Box 706S, BROADCASTING.

Creative radio salesman for leading Albany area station. Salary plus incentive commission plan. Excellent opportunity for a man who can develop local business. Send complete resume and salary requirements to Box 716S, BROADCASTING.

Regional sales manager for number one station. Must have proven sales record. Excellent salary. Send full details. Box 728S, BROADCASTING.

Excellent sales and possible management opportunity in single market west Texas town of 10,000. Emphasis on sales and copy, some announcing is preferred. Start as commercial manager of station. Good salary. Box 738S, BROADCASTING.

Number one adult, 5,000 watt, CBS station has opening for experienced, aggressive salesman in Montana metropolitan market. Monthly guarantee against 20 per cent commission. Good future for a good producer. Send resume and full details. Box 743S, BROADCASTING.

Salesman needed by established station. Good guarantee. Announcing experience desirable. KTOE, Mankato, Minn.

Excellent sales opportunity. . . . New station by experienced operators. Salary. Commission. Top accounts. Send details today WDXY, 814 Boulevard Road, Sumter, S.C.

Time salesman for top-rated dominant station in solid midwest market. Excellent earning potential for man who loves to sell, and who can produce. Permanent position, with fringe benefits and incentives. Send complete resume to: Gordon Sherman, WMAY, Springfield, Illinois.

5 kw good music station serving greater Pittsburgh area accepting applications for experienced salesmen. Send complete information to Charles E. Denny, WMCK, McKeesport, Pennsylvania. Draw against 15% commission.

$8,000 to $10,000 yearly. That's what our top salesmen make with a liberal guarantee against 15%. We're a young, rapidly expanding group of 4 top-rated stations in Birmingham, Shreveport, Jackson, Little Rock—looking for aggressive salesmen with executive ability who aspire to management. If you're 25-40—married—have 2 years experience—send complete resume, references, photo, first letter. McLendon Broadcasting Company, Suite 509 Lamar Building, Jackson, Mississippi.

Announcers

Modern number one format station in one of ten **largest markets auditioning fast-paced, live-wire announcers. Key station** leading chain offers big pay, big opportunity. **Send tape to Box 864P, BROADCASTING.**

AM-fm station with new equipment, new studios wants a new announcer who likes to earn his money. Should be experienced, stable and able to do some news. Send tape, resume to Box 770R, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Central New York 5 kw independent offers top morning spot to mature, experienced, happy personality combo announcer. No maintenance required. Middle of road programming. Send resume, tape, picture. Box 557S, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Capable staff announcer wanted by kilowatt adult music station near Chicago for combination duties as deejay and newsman. Excellent starting salary, many fringe benefits for mature announcer with proved ability in news gathering, writing and air work. Personal interview required. List age, education, family status, references, experience in detail. Box 541S, BROADCASTING.

Announcer wanted. Must have good credit and moral qualifications. Beginners accepted full information to Box 606S, BROADCASTING.

Announcer with first phone. No maintenance. 1 kw full-time southern Michigan station. Multiple station operation. Advancement unlimited. Extra benefits. Box 637S, BROADCASTING.

$100.00 per week for experienced morning man. Small mid-Nebraska town—hot station. Located west of Grand Island. Send full information to Box 656S, BROADCASTING.

Combination man—Announcer with 1st class ticket for eastern Massachusetts station. Mail qualifications to Box 677S, BROADCASTING.

New ownership, southwest planning c & w format—general manager wants a complete new staff—air personalities—sales—technical. Replies confidential. Box 740S, BROADCASTING.

Wanted: Personality dj who wants to move into sales immediately for fast paced 5000 watter. Many fringe benefits. Salary open for right man. Box 744S, BROADCASTING.

Northern Ohio medium market needs experienced dj with good sense of production who wants to learn modern radio under expert guidance. Man we want is in mid-twenties, mature and willing to follow directions. Send resume and tape to Box 753S, BROADCASTING.

Top flight, mature, combo newsman-deejay wanted for top station in east coast Florida market. Good pay, good job for go-getter who wants to settle down and work. No "artists," drunks, or floaters, please. Box 754S, BROADCASTING.

April 1—Permanent job for mature announcer who knows and respects radio. Ideal living. Ticket desirable but not required. 48 hour week. Salary adjustable to experience and ability. Call or write Jerry Fitch, KGLN, Glenwood Springs, Colorado, telephone WH 5-6501.

Experienced staff announcer. Start $80.00 per week. Must be married Apply KNIM, Maryville, Missouri.

Wanted, experienced staff announcer. One of best paying stations in Nebraska. Security, excellent working conditions. Send details to KUVR, Holdrege, Nebraska.

Announcer with first class ticket for night shift 6 p.m. to 12 midnight. Starting salary $100 weekly. WANS Radio, Anderson, S.C. Must be experienced.

Announcer-engineer, with first ticket. Located approximately 60 miles from New York. Contact General Manager, WBNR, Beacon, New York.

New station. . . . Needs experienced announcers. Send tape, experience, salary. Full details first letter. WDXY, 814 Boulevard Road, Sumter, South Carolina.

Help Wanted—(Cont'd)

Announcers

Experienced, mature disc jockey with good sense of showmanship and tight production. Long established adult appeal station in live market. Salary minimum after first year $6,240.00. Send tape, photo and details to WFDF, Flint, Michigan.

Top-flight announcer needed. WGNS, Murfreesboro, Tenn.

Announcer-Copywriter. Resume, tape, sample copy to WKLZ, Kalamazoo, Michigan.

Announcer wanted—Top announcer needed for morning show. We are looking for an alive young man who is used to doing a good job in the midst of all the commercials. If you're working at an operation that isn't going anywhere, please send resume. Include present salary and work schedule and off the air tape if possible. We offer nice people to work with, good working conditions, paid holidays, vacations, life insurance, good salary. You're forty miles from the big city. WLNA, Peekskill, N.Y.

Announcer anxious to do part-time sales! Sales experience not necessary! Send full info and tape 1st letter! WNAG, Grenada, Mississippi.

Negro personality—R&B dj for top position at No. 1 station in market. Must have 3 years experience, be southerner—25-32. Excellent salary. Send photo—tape—complete resume. John McLendon, WOKJ, Jackson, Mississippi.

Technical

Second engineer with 1st ticket for university radio and tv station in Ohio. Send all details and photo when applying. Start July 1st. Box 539S, BROADCASTING.

Midwest station needs guy or gal with 1st class license. Salary will increase with other abilities. Announcing, news, sports, continuity or what have you? Permanent job with solvent station. Box 679S, BROADCASTING.

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S, BROADCASTING.

Enterprising independent station in Virginia needs chief engineer-announcer. First class ticket essential, announcing secondary. Easy hours, good pay to qualified applicant. Reply Box 711S, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Transmitter engineer for east coast 5 kw group station. No announcing. Career advancement for candidate with promise. Rush resume and snap. Box 757S, BROADCASTING.

Wanted—First class engineer by 250-watt station in upper New York state. Salary one hundred dollars plus per week. Send resume to Box 773S, BROADCASTING.

Wanted! First class radiotelephone operator. Contact KANA Radio, Anaconda, Montana.

Production-Programming, Others

Excellent opportunity for good producer. Number one independent major Ohio market. $6,000 plus with multiple company. Box 562S, BROADCASTING.

Shirtsleeve editorial writer, news director-broadcaster. Opening demands thoroughly seasoned man. Submit audition, samples of writing and resume of experience to Box 617S, BROADCASTING.

Program director to work on the fabulous Gold Coast of south Florida. Must have ability to write and produce above average commercials and must have good voice. Salary open. Contact Box 690S, BROADCASTING.

News director. Excellent opportunity for man who desires responsibility. Direct radio and tv first department of multiple ownership, supervise second department. Personnel consists of top-rated, congenial, experienced newsmen. Send photo and details. Box 726S, BROADCASTING.

New Jersey. Experienced newsman - announcer with mature voice. Emphasis on local news. Salary commensurate with ability. Send tape, resume. Box 752S, BROADCASTING.

Immediate opening Michigan. Copywriter experienced. Contact Leo A. Jylha, WBCM, Bay City, Michigan.

RADIO

Situations Wanted—Management

Eleven years general and sales management experience insures no down-grading of your facilities or rate. Excellent sales record and references. Box 668S, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Old pro, 15 years all phases, M.S. Speech, Phi Delta Kappan, wants to head college radio or tv department, speech teacher, top announcer, first phone, currently manager. Will build, staff, and operate new department if desired. Box 669S, BROADCASTING.

Got a profit problem? Feel you need an executive with management, sales and promotional merchandising experience but can't afford one? Then I'm for you! No salary. Strictly a profit sharing arrangement. Full details upon request. Box 698S, BROADCASTING.

Manager. Radio and/or tv. Sales, programming, administration, production. Capable. Box 703S, BROADCASTING.

One of the most outstanding sales records you have ever seen ready to manage your station. Top-notch sales executive possessing ability, knowledge in all phases of radio. Can formulate sound programming ideas into first class sales. Box 709S, BROADCASTING.

Small station manager. Experienced. Strong sales, economy. Best references. Settled. Box 713S, BROADCASTING.

Experienced manager desires good market. Versatile, trained, experienced all phases. First phone. 13 years radio. Good management record. Top industry contacts, best recommendations. Active community, industry affairs. Married. Can invest limited sum, like to work toward partial or full ownership. Tackle any problem anywhere except poor market. All offers answered. Box 747S, BROADCASTING.

Personal contact: Consult in confidence; discuss intelligent facts; examine first hand my past record, capabilities and character; check top quality references,—all at N.A.B. Convention. A twelve year executive now employed VP-General and sales manager 400,000 market station; personal reason for seeking greater opportunity; will appreciate and hold strictly confidential your invitation for Chicago meeting. Send to this box number. I'll contact you at convention. Box 729S, BROADCASTING.

Mature young (34) manager; 18 year radio veteran desires solid affiliation with opportunity to become part owner. Box 741S, BROADCASTING. P.S. Have 1st ticket.

Aggressive, well educated young man desires position with responsibility, opportunity of advancement. B.S. business administration, completing M.S. in communication. Active military service completed. Broad knowledge of news, sports, music. Currently training in management program of large eastern network tv affiliate. Box 749S, BROADCASTING.

I goofed . . . when I left the south. Currently managing highly competitive market station in west . . . want southern station with chance for ownership. Prefer Florida but all southerners considered. Box 756S, BROADCASTING.

Sales manager—seeking opportunity as general manager—experienced all phases. Box 758S, BROADCASTING.

Sales

Hard hitting salesman with 15 years experience selling time to New York advertising agencies seeking new connection either with rep firm or broadcaster anxious to increase New York sales. Present employer switching to different field. Available at nominal wage with commission override. Box 450S, BROADCASTING.

Guts . . . Determination . . . Creative selling . . . my formula in gaining long term business for your property(s). Experienced in major markets . . . Kansas City, Washington, D.C., presently New York. Desire opportunity to grow with station group ownership. Young, aggressive and loyal. Box 761S, BROADCASTING.

Sales manager with proven record in radio sales and management plus tv experience desires relocation. Fifteen years in major and medium-sized markets. Middle-aged, married and reliable. Excellent references. Box 762S, BROADCASTING.

WLS
CHICAGO

Needs one disc jockey, one staff announcer and one newsman.

Please send air check, photographs and resumes to:

Ralph Bodine
General Manager
WLS
Chicago, Illinois

Situations Wanted—(Cont'd)

Announcers

Young, married announcer with training and off-camera tv experience seeking diversified staff position in radio. References, tape. Box 486S, BROADCASTING.

Sportscaster. Six years play-by-play. Experience in radio sales and news. Employed, married. Box 598S, BROADCASTING.

Sports announcer, part-time New York City and vicinity, 30, married, veteran, college grad. A little light on experience, but heavy on ability. Strong on play-by-play. Box 610S, BROADCASTING.

Pulse rated number one in large midwestern market. Excellent references. Love tight, fast production. Will go anywhere but south. Ideas like mad. Tape and resume available. Box 624S, BROADCASTING.

Announcer—d.j./news, can swing it or play adult music both with emphasis on personality, college graduate, three years experience in northeast, desires advancement in wattage or larger city, currently employed at $85.00 per week. Please include particulars in first letter. Box 625S, BROADCASTING.

Sports announcer play-by-play all sports. Plenty of experience. Box 636S, BROADCASTING.

Sincere, young, staff announcer with personality and experience. I'm best at dj and sports play-by-play. Box 660S, BROADCASTING.

College graduate, 23, single, trained in all phases of announcing. Can do music, news, play-by-play. Location immaterial. Mature, intelligent, responsible, anxious to learn. Box 676S, BROADCASTING.

Top personality in regional market, seeking greener pasture. Bright, happy, down to earth type morning show that will make your station talk of town. Attract and entertain buying type audience, and sell sponsors products. Commercials made attractive. Congenial and cooperative. Never a failure. Best of personal and professional references. Salary, talent basis. Salary secondary to talent potential. Only top market. Box 694S, BROADCASTING.

Adult announcer with top-rated station desires full-time opportunity. News, commercials, music, operate own board. Good character, references. Prefer midwest. Box 696S, BROADCASTING.

Announcer, young, realistic, ambitious. Cheerful style. Tape available. Excellent training. Box 702S, BROADCASTING.

Prefer Colorado, far west: Top-flight voice presently with eastern 5 kw seeks relocation in west. Experienced, two college degrees, vet, 28, single, completely dependable. Handle format but prefer adult programming. Minimum $100 and worth more. Available May 15. Tape. Box 708S, BROADCASTING.

Two announcers—one, tight formula or country. Other is inexperienced, skillfully—trained rock and roll dj. Salary secondary. Tapes. Box 712S, BROADCASTING.

Sportscaster seeking better oportunity in good college sports area. Experienced in tv and radio. All sports. Network recommendations. Box 717S, BROADCASTING.

Announcer with 1st phone. 1 year experience, desires responsible position with up and coming station. Box 721S, BROADCASTING.

Need solid sportscaster, deejay or program director? 7 years, best references. Box 723S, BROADCASTING.

Dependable announcer-production manager seeks more opportunity in warm climate. Excellent voice, married, experienced in all phases broadcasting. Position leading to management desired. Box 724S, BROADCASTING.

Versatile announcer S.R.T. graduate. Married, conscientious. Mature, hard working, reliable. Box 733S, BROADCASTING.

Early morning personality with 5 years experience. Desires to settle in the southeast. Also play-by-play sports. Box 735S, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Radio announcer, older man 52. Willing to work hard. Good potential, voice, etc. (no license). L.A. county or Hollywood small station. Box 739S, BROADCASTING.

Country and western disc jockey, rated number 1 air-salesman in present market. Also prefer some time sales. 7 years experience. Prefer midwest or northwest. Box 742S, BROADCASTING.

Do you want an outstanding announcer? I'm your man. College man. Aggressive with potential management ability. Box 759S, BROADCASTING.

First phone, announcer, dj, news. Equipment maintenance, etc. Experienced, versatile—seeks position in northeast states. Box 760S, BROADCASTING.

Ace newscaster-writer. Network delivery. Hard or soft sell. Straight, color or analysis. Top radio-tv background. Good reliable staff man or sponsored specialist. Big metropolitan area only. Hearing, seeing is believing. Box 766S, BROADCASTING.

Sports announcer, all major sports, six years experience, desires full-time sports director position. Currently employed. Tapes, resume on request. Will go anywhere for right offer. Box 768S, BROADCASTING.

Versatile, good music and newsman. Commerical specialist. Try me. Box 770S, BROADCASTING.

If you're looking for an air personality with an intelligent approach to your sellable listeners, contact me. Many years experience. Box 771S, BROADCASTING.

Going west. Available immediately. Experienced—married. Telephone only if you want mc now. No time for tapes. Telephone ELkridge 2123, Baltimore, Md.

Presently employed KDTH. News is specialty. Telephone audience participation show daily plus music. Capable, hard-working, flexible. Prefer midwest. Nick Alexander, 1725 Clarke, Dubuque, Iowa.

DJ-announcer, news., comm., production. Seeks position in northeast U.S. with top forty station. Available immediately. Joe Colombo, WSUZ, Palatka, Florida. Phone East 5-4585, 1-5 p.m.

2 for the price of 1. DJ and news; mature announcer with 3 years experience desires position. Salary $85-$100 per week. If interested contact John Moran, 900 Park Hill Road, Laurel, Maryland. Phone PA 5-3551.

1st phone staff announcer. Can work combo. Good, polished delivery. Trained in all phases of broadcasting. Experienced. News also. Prefer west or east coast. Would consider area near Chicago. Contact: Mike Quinn, 1254 N. Fairfax Ave., Los Angeles 46, Calif., HO 9-1938 or OL 6-5243.

Technical

Experienced electronic engineer; supervisory and administrative detail. System planning, construction, operation and maintenance. Broadcast am-tv-microwave. Best references. Box 731S, BROADCASTING.

Chief engineer, construction, sales, looking for advancement in sales and management. Midwest. Box 745S, BROADCASTING.

Qualified chief engineer. Experienced all phases construction-maintenance-directionals-measurements. Box 769S, BROADCASTING.

Recent S.R.T. grad. Willing to work hard on any shift anywhere. Good on news and copy. Tape. 24 Solar Lane, Levittown, N.Y.

Chief; nine years radio, one tv. Joe McClain-WASK, Lafayette, Indiana.

1st phone, willing to learn to announce, prefer California or west. Write Bob Sanders, 1452 Washington, Albany, California.

Situations Wanted—(Cont'd)

Technical

Young man 20, first phone, single non-drinker wants work in radio-tv. Six months experience at 5000 watt N.D. daytime 1000 watt D.A. night. Salary not important if I can live on it. As it will not take much to top present salary. Would like combination work, however, no announcing experience. Nathan Osbourn. 709 Ave. F, Dodge City, Kansas, HU-3-7590 or HU 3-5011.

Production-Programming, Others

Increase audience—sales! Award winning promotion director, midwest, desires step-up. Experienced in radio-television promotion, public relations, writing. Strong on ideas, drive! Family man. Age 25. Box 700S, BROADCASTING.

Program and promotion manager with an enviable record of creating salesable programming, backing it with effective promotion and selling ammunition that fattens the "plus" columns of P & L sheets. Now need to exploit this provable knowledge and experience on behalf of either a truly major broadcasting operation or a group of stations. References from among the best known names in the industry. Box 701S, BROADCASTING.

Local newsman. Write and read. 1 year as second man upstate N.Y. 3 man department. 5 years announcing. B.A. Married. 25, vet, anywhere. Box 710S, BROADCASTING.

Junior executive in world's largest corporation looking for position with future. 7 years experience in broadcasting, journalism. Strong pr, programming, top rated shows in southwest. Box 720S, BROADCASTING.

Is there somewhere a small station that needs a hard working beginner that can offer a promising future? Salary open. Please contact Don Russell, Box 127, Kingston, N.H.

TELEVISION

Help Wanted—Management

Hard-sell uhf in V market. Low operating cost and built for volume sales. In the black with rising ratings. No conversion problem and good local acceptance. Great chance to be in on ground floor with unusual incentive plan. Box 503S, BROADCASTING.

Sales

New uhf station with no vhf competition, ABC primary affiliate, quarter million population, has opening for experienced aggressive salesman. Excellent commission and unlimited future. Holton, KNBS-TV Walla Walla, Washington.

Announcers

Announcer—Texas tv station. Medium market. Good opportunity. Excellent benefits. Prefer family man; strong announcing; neat appearance. Will consider radio announcer with experience. Send details including photo and tape to Box 608S, BROADCASTING.

Announcer for sign-on shift midwest tv station. Television experience not necessary, must have radio background. Prefer applicant from midwest area. Send full resume including tape, photos, and availabilitv. All tapes, etc. will be returned. Opening immediately. Write Box 640S, BROADCASTING.

Live wire dj ready for program director. Interested in bright, fast radio and tv combination. Box 725S, BROADCASTING.

Newscaster-reporter. Network tv affiliate, Florida. Submit kine or tape and picture. Box 737S, BROADCASTING.

Sportscaster or announcer for WSBT-TV, top rated station in growing market. Attractive talent schedules supplement base pay. Excellent insurance, hospitalization and pension plans. Good knowledge of major sports, play-by-play and sports show experience or varied staff background required. Send resume, sample tape to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

Help Wanted—(Cont'd)

Technical

Southeastern vhf television station has opening for first class engineer. Send complete qualifications, references, photograph and salary requirements. Box 204S, BROADCASTING.

New full powered upper midwest vhf, has openings for experienced transmitter engineers. Latest RCA equipment. Send resume and photo to Box 704S, BROADCASTING.

Wanted, first class licensed enineer tv studio—transmitter. Experience in all phases tv required. Immediate opening KHOL-TV, Holdrege, Nebraska. Phone W.M. Greely, WYman 5-5952.

Engineers with studio and camera experience. First phone. Benefits: insurance, vacation, 5 day week. State experience, salary first letter. KNME-TV, 1801, Roma, N.E., Albuquerque, N.M.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

TELEVISION

Situations Wanted—Management

Manager, sales manager. 12 years radio. 7 years tv in medium market. Family man. Active civic affairs. Top references local and national. Box 692S, BROADCASTING.

Want back in tv. Have just sold successful, small radio station. Have wife, 2 kids, degree, 6 years tv experience to exchange for position. Can invest. 30 years old. Box 693S, BROADCASTING.

Sales

Executive type salesman with six years tv experience in major market and ten years in radio sales and management now available. Past commission earnings well above average but primarily interested in sound permanent connection. Mature, married, sober. Best references. Box 763S, BROADCASTING.

Announcers

Professional, mature announcer. Pleasant personality. Broad experience radio and tv. Seeks responsible, progressive metro station operated by and for adults. Box 639S, BROADCASTING.

$20,000 news and dj personality contemplating change in '60 from top eastern tv and radio outlet. Experienced and expectant. Box 719S, BROADCASTING.

Announcer-8 years tv and radio. Sports, weather, and staff. Box 751S, BROADCASTING.

Technical

Studio engineer 4 years experience. Seeking permanent position or summer replacement. Any location. Available April 1. Box 635S, BROADCASTING.

Two engineers: Both have chief experience. No project too large. Can furnish complete technical staff. Box 649S, BROADCASTING.

College student 1st phone, 3 years tv studio operation and maintenance experience, wishes summer employment, anywhere in U.S. Box 695S, BROADCASTING.

Radio chief engineer-announcer. Desires television situations. Have 1st phone. Box 722S, BROADCASTING.

A reliable man with 12 years experience looking for a chief or assistant chief engineer's job with a good dependable tv station. Box 746S, BROADCASTING.

12 years experience am-fm-tv studio, transmitter, planning, construction, maintenance, operations, 4 years chief, 4 years supervisory. Available immediately. Box 767S, BROADCASTING.

1st class engineer, 4 years experience. RCA-GE-DuMont equipment. Sober family man. Permanent position wanted. Some transmitter. Strong on studio. Excellent references. Dean Harris, 1103 E. Parklane, Pasadena, Texas. Phone GR 3-7132.

Situations Wanted—(Cont'd)

Technical

Recommendable personnel completing rigid internship seeking studio operations jobs, technical or production. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

Comprehensive knowledge production is my aim. Currently employed in sales division of major network. Relocate anywhere tv production work is plentiful. 1958 college graduate, single. Military training completed. Box 647S, BROADCASTING.

Producer-director—10 years experience—all phases tv production, direction, writing; commercial, educational, Voice of America. B.A., M.A. degrees. Highest references. Presently state radio/tv coordinator. Box 699S, BROADCASTING.

Need experienced promotion manager? Promotion manager of leading Pacific northwest television operation desires to return to eastern or midwest station in major market. Masters degree in advertising and television (management). Six years in sales promotion, audience-market research, merchandising, continuity, production. Resume on request. Box 707S, BROADCASTING.

FOR SALE

Equipment

250 watts Gates model 250D transmitter, in excellent condition, tuned to 1340 kc. Make offer. KNAF, Fredericksburg, Texas.

Gates remote control equipment, RCM-20, new condition, plus accessories for 250 watt transmitter, adaptable higher power. New 5 kw, directional, eliminated remote. Cost us $1,600.00. First check for $995. takes it! KUBO, San Antonio, Texas.

Two 8 hour tape players 3 years old (Magnecorders) excellent condition. Rack mounted. Best offer takes both. Cost new $1650. WGRC, Green Cove Springs, Florida.

Complete fm educational equipment consisting Gates 10 watt transmitter, antenna, transmission line, instruction manuals. Price reasonable. WGTS-FM, Washington 12, D.C. Telephone JU 9-1836. Ext. 130.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-6100.

Complete G. E. imagine orthicon field camera chain, sync generator, power supply, sync lok, stabilizing amplifier, GPL field switcher model PA 605, RCA special effects, DA-TA1A, four six output DA's. All working. $10,800. Contact Victor Kemper, EUE, 210 E. 5th St., NYC. AL 4-7102.

Teflon coaxial transmission line 1⅝", 51 ohm. Unused. Suitable for am, fm, vhf-tv, communication systems, and some microwave frequencies. RETMA flanges. Write: Sacramento Research Labs., 3421-58th Street, Sacramento 20, California.

Microphones (2)—Altec M20 lipstick and M11 capacitor microphone systems. Excellent condition. $165.00 each. Fred Stachel, 861 Matadero Avenue, Palo Alto, California.

1-4Ty30HL-GE 12 Bay High Band Antenna. 1-Andrews Type 1910 (one cubic foot of per min.) dehydrator. 1-General Radio type 1170 BT2 Frequency & Modulation Mon. (Crystal for Channel 11). Also new and used towers for sale. T. C. A. Radio Tower Co., 2615 Bankhead Highway, N.W., Atlanta, Georgia. SYcamore 9-1203.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

Towers for sale. 6-200′; 5-250′; 7-350′. U.S. Tower Co., 405 Union Trust Bldg., Petersburg, Va.

FOR SALE

Equipment—(Cont'd)

Receiving and transmitting tubes for all types of communication systems. Complete stock. Immediate delivery. Write for free comprehensive catalog—a most useful reference source and pricing guide. Discounts to end users. United National Labs., Inc., 840 B Main Street, Paterson, N.J.

WANTED TO BUY

Stations

Station or cp wanted east or south. 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

Equipment

Wanted, used fm frequency monitor regardless of condition. Also fm antenna. Box 641S, BROADCASTING.

Wanted to buy transmitter 5000 kws am. In good condition. Write sending photos, diagram and price. Box 691S, BROADCASTING.

Wanted, used 50kw am transmitter. Write full details and price. Box 705S, BROADCASTING.

10 to 15 kw uhf transmitter, antenna, frequency monitor, master monitor and switcher slide and film equipment, multiplexer and film camera. Box 732S, BROADCASTING.

Wanted: 12 kw uhf transmitter. Also one video film chain. Address replies to Box 734S, BROADCASTING.

Wanted: Used uhf-tv transmitter, antenna, transmission line, tower, studio equipment, monitors. Also new equipment. Box 736S, BROADCASTING.

PT6 series Magnecord amplifier and tape puller. Must be excellent. LaVern Garton, WMNE, Menomonie, Wisconsin.

FM, am, tv freq. monitors, audio consoles, microwave test and STL equipment. Anything in broadcasting. Best offer over $300 takes RCA TM5A pix-wave form monitor, Electrofind, 550 5th Ave., N.Y.C.

Would like to buy used field Zoomar in good condition. Also dimmer type lighting control panel with minimum of six six-thousand watt dimmers. Write Jack Kelin, Box 470, Rockford, Illinois, stating price and condition.

Siena College needs free equipment to start a 1000 watt educational fm station. If you have any equipment of that order or know of anyone who has, inform: Dean of Men, Siena College, Loudonville, N.Y.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Come and get it! Your FCC license, that is. Six weeks intensive training qualifies you to pass examination. The Pathfinder Method, 710 16th St., Oakland, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

INSTRUCTIONS

Yes, our graduates get good jobs as announcers, writers, salesmen, chief engineers, managers, owners. 15 years experience training men who now work in southern radio-tv. Lower prices, time payments, assured placement. Keegan Technical Institute, 207 Madison, Memphis, Tennessee.

Approved FCC operator's license course offered by New York's oldest broadcasting school. This proven ticket-getter given by FCC experts for those hesitant about crash courses. Register now for classes starting monthly. Day, 20 weeks. Evening, 31 weeks. Academy of Broadcasting Arts, 316 West 57th Street, NYC 19, PLaza 7-3211.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Supermarkets are beautiful. We've got the method, you've got the station, let's get together and produce revenue for you. Janice Hall's "Food Features" is repleted with fifty-two week hookers and merchandising aids. It's geared to bring you revenue from your top untapped local super. The series kicks off in mid-spring and may still be available in your market. You're under no obligation when you write or call for the full story. Contact Don Lasser or Janice at WICH, Norwich, Connecticut.

RADIO

Help Wanted—Announcers

BIG TIME!

This 50,000 watt station in a major market is now looking for another BIG personality DJ. He'll be backed with BIG promotions and be on the number one station in town!

If you are a BIG TIME DJ, or ready for it, rush tape and resume to

Box 715S, BROADCASTING

ANNOUNCERS

JOB OPPORTUNITIES SLIPPING BY?

N.Y.S.A.S. is the only school in the east that offers advanced coaching EXCLUSIVELY . . . In announcing and operation of console, from disc to tape to et's, completely ad-lib for a tight format. COACHED BY NEW YORK BROADCASTERS. Get the MODERN SOUND. KNOW MODERN RADIO. Announcers evaluation clinic Wednesday and Friday evenings. No charge. Bring audition tape and resume. Call for interesting brochure at SU-7-6938.

NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street New York 23, N.Y.

Production-Programming, Others

NEWSMAN

For WSAI, Cincinnati. Thoroughly experienced. Rewriting, gathering, good on air delivery. Salary $150 per week. Must be dedicated newsman who wants to progress.

Contact
Bill Gill, News Director, WSAI, Cincinnati, Ohio.

Help Wanted—(Cont'd)

Production-Programming, Others

NEWS REPORTER

Combined radio-tv newsroom at full-power stations in major southeast market has opening for aggressive newsman; motion-picture experience helpful, but emphasis on reporting and writing.

Box 670S, BROADCASTING

RADIO

Situations Wanted—Announcers

Young, creative and entertaining top 50 D.J. currently No. 1 morning man in Texas market of 200,000 desires position in larger market.

Box 730S, BROADCASTING

I'm working for a nationally known AM-TV operation in one of the top four markets. I want to return to an unusual late evening show I've done with remarkable success. This truly different deejay approach will quickly strengthen a sagging evening slot. If you are managing a major market station and encourage creative work, or are in a secondary market needing a sharp deejay-PD, write:

Box 772S, BROADCASTING

Production-Programming, Others

PRO WORK FOR PRO PAY

Now PD at $7,000. Overloaded, poor equip sta. Solid announcer-copy-news-production-ideas. Locate where salary-opportunity exist. Give full details your side first. Let's correspond. 29-vet-family-3 years college-9 years experience.

Box 750S, BROADCASTING

TELEVISION

Help Wanted—Technical

TELEVISION EQUIPMENT
SALES ENGINEER

We want a man who is now Engineering Director, Chief Engineer, or in a supervisory capacity. Must be thoroughly familiar with all types television transmitters and equipment and wants to join the sales office of a leading Midwest broadcast equipment manufacturer in managerial capacity. Salaried position. Complete company benefits. Advancement opportunities unlimited. Send resume and photo to:

Box 683S, BROADCASTING

Help Wanted—(Cont'd)

Production-Programming, Others

COPYWRITER NEEDED

At VHF station in southern (one station) market. Excellent working, living conditions. Can work into programming and production job, live talent shows, et al. Starting salary quite adequate. Send full details.

Box 764S, BROADCASTING

BROADCASTING JOURNALIST
for California news operation

We are searching for the form of broadcast journalism that will attract consistently 50% of the radio and TV audience in our viewing area of 425,000 TV homes. We have a 12-man News and Public Affairs department but we need at least one more broadcast journalist. We are not ready to prescribe the specifications of a broadcast journalist but we believe that he should:

1. **know how to go out and get a story;**
2. **be able to put it into words that make sense to a large number of people;**
3. **have the faculty to communicate with these people through the facilities of a mike and a camera;**
4. **be excited about doing these things daily, under the pressure of the clock;**
5. **bring to his task a knowledge of these things fostered by a solid educational background and some experience in journalism, broadcasting or otherwise.**

If you believe you are this man, write me a letter and tell me the facts you believe I want to know. We shall make further inquiry, based upon your letter. Tom Breen, Manager of News and Public Affairs, KCRA Radio and Television, Sacramento, California.

TELEVISION

Situations Wanted

Production-Programming, Others

ATTENTION
FLORIDA TV & RADIO

15 year broadcast veteran wants out of major market. Will trade large income for Florida surroundings with good future. Willing to combine jobs to make good living. Thoroughly experienced in news, public affairs, public relations, children's programs, programming, production, advertising, promotion; highly successful newscaster and personality. Can bring to your station proven creative talent plus executive ability.

Box 714S, BROADCASTING

Situations Wanted—(Cont'd)

Management

DO YOU NEED A GENERAL MANAGER WITH THIS BACKGROUND?

- 21 years experience in television and radio station operation in major markets.
- Successful in increasing revenue in every operation (47% increase in last vhf station in 3 station market).
- Resourceful in labor negotiations.
- Public relations and community-minded.
- Best references from all segments of the industry.
- Married, 3 children, excellent health, age 45.

Box 774S, BROADCASTING.

FOR SALE

Equipment

LIKE NEW

1—Ampex 601 recorder	$ 495.00
1—Ampex 620 amplifier assembly	160.00
1—Gates 4 channel dynamote mixer	300.00
1—Davis H.F. Speaker assembly	38.00
1—Electro Voice 655C mike	95.00
1—Electro Voice 665 mike (each plus 20 feet mike cable with cannon wall plugs)	55.00
1—Atlas boom mike stand	25.00
5—Cannon XLR wall plates	10.00
1—Terado 12 volt D.C. to 120 volt A.C.	36.00
	$1214.00

Will sell all or any part all in excellent condition used about 5 months in studio only. Will sell entire lot for $1095.00

Box 748S, BROADCASTING

Am converting our operation to selective muting and will have available 70 straight multiplex sets about one year old, all operating at present, for $70.00 each. These sets can be seen and heard on location. Complete with microphone outlet and 10 watt amplifier built in.

KCFM

St. Louis

WANTED TO BUY

Stations

SUCCESSFUL CAREER BROADCASTER DESIRING TO UPGRADE GROUP

WANTS TO BUY RADIO or TV PROPERTY

Billing in excess of $300,000

Will deal direct with owners.

Replies confidential.

Box 684S, BROADCASTING

STATIONS

HASKELL BLOOMBERG

Station Broker, Lowell, Mass.

Massachusetts—$140,000.00; New Hampshire—$185,000.00; New York—$150,000.00; Florida—$210,000.00; Pennsylvania—$100,000.00; North Carolina—$75,000.00; New Mexico—$225,000.00; Colorado—$300,000.00; Alabama—$150,000.00. PLEASE WRITE. See you at NAB CONVENTION, April 2-6, Suite 1134A, CONRAD HILTON HOTEL, Chicago.

Calif.	Single	250w	65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Tenn.	Single	1kw-D	55M	cash
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn.
Fla.	Small	250w	85M	8 dn.
N.Y.	Medium	1kw-D	150M	29% dn.
La.	Medium	1kw	150M	terms
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	11 yrs.
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	275M	29% dn.

And Others

PAUL H. CHAPMAN COMPANY

INCORPORATED

MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

For stations from $48,000 to over a million dollars—in cities from 5,000 population to over 5,000,000. In all sections of the country, please contact: PATT McDONALD CO., BOX 9266, AUSTIN, TEXAS, GL. 3-8080 or Jack Koste, 60 E. 42nd., N.Y. 17, N.Y. MU 2-4813.

EMPLOYMENT SERVICE

CAREER OPPORTUNITIES

Announcers—Sales Manager—Time Sales—Engineers—We have openings available in all categories—in many markets. Write NOW for an application.

BROADCAST CAREERS

6230 Troost Ave. Kansas City 10, Mo.
HI 4-2900

FOR SALE

GUNZENDORFER

ARIZONA—1000 watt daytimer **$60,000.** Down payment $15,000. Then $500 per month. **ARIZONA**—250 watt fulltimer **$75,000.** East, terms. **CALIFORNIA**—Regional 1000 watts fulltimer **$275,000. OREGON**—250 watt fulltimer **$80,000.** $20,000 down. **CALIFORNIA** F.M. **$85,000**—$25,000 down—**OREGON** F.M. **$150,000.** 29% down—Terms.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles, Calif.
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Continued from page 108

WNIL Niles, Mich.—Granted authority to sign-off at 7 p.m., EST, for period commencing April 1 and ending Aug. 31, except for special events when station may operate to licensed sign-off time.

KPGE Page, Ariz.—Granted extension of completion date to July 31.

Actions of March 7

WCCC-FM Hartford, Conn.—Granted mod. of cp to change type trans. and make changes in ant. system.

WVTS (FM) Terre Haute, Ind.—Granted mod. of cp to increase ERP to 3.9 kw.

KBBM (FM) Hayward, Calif. — Granted mod. of cp to change type ant.

Following stations were granted extensions of completion dates as shown: KBBM (FM) Hayward, Calif. to April 29; KIXZ Amarillo, Tex. to June 1; KPRI (FM) San Diego, Calif. to June 19; WJDX Jackson, Miss. to April 30.

Actions of March 4

WROW-AM-FM Albany, N.Y. — Granted mod. of license and cp to change name from Capitol Cities Tv Corp. to Capital Cities Bcstg. Corp.

WDCR Hanover, N.H.—Granted authority to remain silent for period beginning Mar. 13, at 1 a.m., until Mar. 31.

KCVL Colville, Wash.—Granted authority to sign-off at 6 p.m., April 1 for period through Aug. 31.

WRMS Beardstown, Ill.—Waived Sec. 3.71 and granted authority to sign-off at 6 p.m., CST, for period ending Sept. 30.

Following stations were granted extensions of completion dates as shown: WRAN Dover, N.J. to April 23; WLLY Wilson, N.C. to May 15; WESN North Augusta, S.C. to May 25; WCCV-FM Charlottesville, Va. to April 10; WSAV-TV Savannah, Ga. to Sept. 18 and KKTV(TV) Colorado Springs, Colo. to Sept. 15 (aux. ant.).

PETITION FOR RULEMAKING

WWLP (TV) Springfield, Mass.—Requests move of ch. 3 from Hartford, Conn. to Providence, R.I., and its replacement in Hartford by uhf channel. Ann. Mar. 4.

Petition For Rulemaking Denied

Marietta Investment Corp., Beverly Hills, Calif.—Requests that ch. 5 be allocated to El Centro, Calif. and ch. 13 deleted from Yuma, Ariz.; or in alternative that ch. 5 be allocated to El Centro and ch. 13 remain in Yuma; or in alternative that ch. 13 be reallocated from Yuma to El Centro. Ann. Mar. 4.

License Renewals

Following stations were granted renewal of license: KRNR Roseburg, Ore.; KENI Anchorage, Alaska; KJLM (FM) San Diego, Calif.; KCHV Coachella, Calif.; KINY-TV Juneau, Alaska; KBCH Oceanlake, Ore.; KTHT Houston, Tex.; KTKN & alt. main, Ketchikan, Alaska; KNBA Vallejo, Calif.; WALE Fall River, Mass.; WBTN Bennington, Vt.; WCCM Lawrence, Mass.; WCFR Springfield, Vt.; WCOU Leiviston, Me.; WCSH & aux., Portland, Me.; WDCR Hanover, N.H.; KYJC Medford, Ore.; KBTX-TV Bryan, Tex.; *KVOK (FM) Honolulu, Hawaii; WEAN & aux., Providence, R.I.; WFAU Augusta, Me.; WKBK Keene, N.H.; WLAM & aux., Lewiston, Me.; WLYN Lynn, Mass.; WNAB Bridgeport, Conn.; WNBP Newburyport, Mass.; WNLK Norwalk, Conn.; WSYB & aux., Rutland, Vt.; WTIC & aux., Hartford, Conn.; WTWN St. Johnsbury, Vt.; WCOU-FM Lewiston, Me.; WHRB-FM Cambridge, Mass.; WHYN-FM Springfield, Mass.; WPJB-FM Providence, R.I.; *WEDK (FM) Springfield, Mass.; WRJR (FM) Lewiston, Me.; WLBZ-TV Bangor, Me.; KOWN Escondido, Calif.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian and Mexican broadcast stations attached to Recommendations of the North American Regional Broadcasting Agreement engineering meeting.

570 kc

NEW Maguse River, N.W.T.—1 kw ND unl. III. (Location: 61° 15′ 30″ N. Lat., 94° 02′ 00″ W. Long.)

610 kc

CKTB St. Catherines, Ont.—10 kw D, 5 kw N DA-1 unl. III. (PO: 610 kc, 5 kw DA-1 III.)

800 kc

CJLX Fort William, Ont.—5 kw DA-1 unl. II. (Assignment of call letters.)

1130 kc

CKWX Vancouver, B.C. — 50 kw DA-N unl. I-B. Now in operation with DA-N mode of operation.

1280 kc

CHIQ Hamilton, Ont.—5 kw D, 2.5 kw N DA-1 unl. III. Assignment of call letters and change from DA-2 mode of operation.

1350 kc

CJLM Joliette, P.Q.—1 kw DA-1 unl. III. Assignment of call letters.

560 kc

XEHA Tecate, Baja California—0.25 kw ND unl. IV. (Change in call letters from XECC.)

690 kc

XERG Monterrey, Nuevo Leon—0.25 kw D, 0.2 kw N ND unl. II. (Change in call letters from XEEO.)

770 kc

XEMV Los Mochis, Sinaloa—2.5 kw ND D II. (PO: 1530 kc.)

820 kc

XEEU Tepic, Nayarit—1 kw ND D. II. (Delete assignment — upon commencement of operation at Tuxpan, Nayarit.)

XEUX Tuxpan, Nayarit—5 kw ND D. II. (PO: 1340 kc, 1 kw D, 0.25 kw N. IV.)

XESB Sta. Barbara, Chihuahua—1 kw ND D. II. (Change in call letters and increase in power. PO: XEES 0.5 kw.)

850 kc

XEAL Manzanillo, Colima—1 kw ND D. II. (PO: 1490 kc, 0.5 kw D, 0.25 kw N.)

920 kc

XEXK Ensenada, Baja California—0.5 kw ND D. III. (Change in call letters from XEEY.)

XEU Veracruz, Veracruz—5 kw D, 0.5 kw N ND unl. III. (Now in operation on new frequency.)

XEPK Chihuahua, Chihuahua — 0.25 kw ND unl. IV. (Change in call letters from XEHM.)

960 kc

XECC Ciudad, Chihuahua—0.25 kw D, 0.1 kw N ND unl. IV. (Change in call letter from XEHA.)

XEGB Coatzacoalcos, Veracruz—1 kw D, 0.5 kw N ND unl. III. (PO: 840 kc, 0.25 kw ND D. II.)

New Veracruz, Veracruz—1 kw D, 0.5 kw N ND unl. III. (Delete assignment—upon commencement of operation at Coatzacoalcos, Veracruz.)

980 kc

XEOT San Pedro de las Colonias—0.5 kw ND unl. III. (New assignment.)

1090 kc

XEWL Nuevo Laredo, Tamaulipas — 2.5 kw ND D. II. (Change in call letters from XERG.)

1170 kc

XEAC Aguascalientes, Aguascalientes—1 kw ND D. II. (Change in call letters and increase in power. PO: XEIY 0.5 kw.)

1280 kc

XEUU Colima, Colima—0.25 kw ND unl. IV. (Change in call letters from XEUT.)

1310 kc

XEYE La Paz, Baja California—0.5 kw ND unl. III-B. (Change in call letters from XEEX.)

1340 kc

XECW Los Mochis, Sinaloa—1 kw D, 0.2 kw N ND unl. IV. (PO: 1600 kc.)

XEOE Tapachula, Chiapas—0.5 kw D, 0.25 kw N ND unl. IV. (New assignment.)

1380 kc

XECO Mexico, D.F.—5 kw ND unl. III-A. (Change in call letters from XEMX.)

1400 kc

XEEX El Dorado, Sinaloa—0.25 kw D, 0.15 kw N ND unl. IV. (New assignment.)

XEES Sta. Barbara, Chihuahua—1 kw D, 0.2 kw N ND unl. IV. (Changes in call letters from XESB.)

XEZC Ciudad Camargo, Tamaulipas—0.25 kw D, 0.1 kw N ND unl. IV. (New assignment.)

1420 kc

XEHM Pachuca, Hidalgo—0.25 kw D, 0.15 kw N ND unl IV. (Change in call letters and decrease in day power. (PO: 1 kw D, 0.15 kw N.)

1460 kc

XEDY Cuervos, Baja California—1 kw D, 0.2 kw N ND unl. III. (New assignment.)

XEGN Oaxaca, Oaxaca—0.5 kw D, 0.25 kw N ND unl. IV. (Delete assignment—upon commencement of operation at Etla, Oaxaca.)

XEET Etla, Oaxaca—1 kw D, 0.25 kw N ND unl. IV. (Increase night power from 0.15 kw.)

1490 kc

XEJR Hidalgo del Parral, Chihuahua—1 kw D, 0.2 kw N ND unl. IV. (PO: 0.1 kw unl.)

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WESTERN UNION

SPECIAL SERVICES

OUR RESPECTS TO . . .

Martin Leonard Nierman

Twenty years ago Marty Nierman was an energetic salesman of hot dogs at Yankee Stadium.

"I guess I was a pretty hot huckster," Mr. Nierman recalls with a wry smile. "At least I could cover my territory pretty rapidly."

This is an understatement. Mr. Nierman stands 6 feet 5½ inches today, and, at 16, was almost full-grown, and enthusiastic and eager to sate the appetite of hungry Joe Di Maggio fans. Colleagues agree that he is still "an energetic salesman who will not let a sales prospect get away without a determined but good-humored battle."

Mr. Nierman's imposing size is not very easy to ignore. But associates conclude there were other less visible —but more significant—attributes that propelled him, at 35, to the executive vice presidency of Edward Petry & Co., station representative. They point out that he schooled himself well in the various phases of radio-tv spot selling ("he can compute a buy quicker than anybody I know"), has the capacity to endure a tremendous work-load and has "unbelievable drive." A long-time coworker described Mr. Nierman in these terms: "He never thinks negatively; he always thinks positively."

Who, Me? • Mr. Nierman may well view these evaluations with an arched eyebrow. He is unaffected, down-to-earth, lively-humored and might well say: "Are these guys talking about me?"

Martin Leonard Nierman was born in New York City on Aug. 1, 1923, and was educated at De Witt Clinton High and at New York U. where he received his B.A. degree in broadcasting in 1947. At NYU he received a broad general background in radio-tv, including courses in writing, research and announcing, plus practical experience in broadcast techniques.

His college education was interrupted during World War II, in which he served in the U.S. Army Signal Corps as a cryptographer. From 1943-45, he was assigned to SHAEF in various outposts in Europe.

Fresh out of NYU in 1947, Mr. Nierman set his sights on an announcing job. He received an audition at Mutual —and a cold-water verdict: "You'll never make an announcer; there must be some other phase of this business you can fit into."

Determination • Mr. Nierman confesses that he was uncertain then as to his next move, except that he was determined to find some position in the broadcasting field. For three months, he trudged up and down the streets of midtown Manhattan, leaving resumes and obtaining interviews with various companies. Finally, in the fall of 1947, he was hired as a salesman by Pan American Broadcasting Co., New York, a representative firm that handles foreign stations.

During his tenure with Pan American, he learned the ABCs of selling and the spot business. He was impressed with the kindliness and generosity of many of the veterans in the industry and is grateful particularly to Frank Silvernail, then a media executive at BBDO, and Eddie Hall of CBS for their friendly guidance.

Eager to broaden his horizons, Mr. Nierman applied for a junior salesman's position at Edward Petry & Co. in March 1949 and was accepted. During the next decade, he earned a reputation as an engaging and persuasive salesman. For five years, he served in Petry's radio division, then shifted to television in 1954. In 1956, he was appointed sales manager; in 1957, he was named vice president and national sales manager. Early in 1959, he was elevated to executive vice president.

Mr. Nierman's post today is largely administrative, which he concedes "is a little confining for a person who likes to go out and mingle with his industry colleagues." He adds with a grin:

"Fortunately, I still get out to see clients, particularly on new business, and this makes the paperwork bearable."

Sees Golden Era • He is convinced that the industry is headed for "an era of greater growth" and believes that color and intercontinental television programming "will open up completely new vistas." The Petry organization, he said, is "very interested in the expansion of am-fm, since we feel that this medium will find its place in broadcasting as a greater awareness of the value of high fidelity develops."

PETRY'S NIERMAN
A hot, dogged salesman

The various crises facing the broadcasting industry today do not shake Mr. Nierman's confidence in the future of radio-tv. Along with other serious broadcasters, he is naturally concerned about the revelations concerning payola, rigged shows and questionable programming and commercials. But his reaction is optimistic and can be summed up:

"In the long run, the problems affecting broadcasting today will have a positive effect on the business. They happen in all industries from time to time. We must not forget that broadcasting is still undergoing 'growing pains.'

"Viewed realistically, these crises reflect a cycle in the industry's growth. And these setbacks should provide the impetus for improvements in all areas of the industry."

Professionalization • Mr. Nierman observes that radio-tv, crises aside, is headed for an era of "professionalization." He claims the field is "a professional one," and "will become more professional as the quality of the people in it improves." He points out that he received his degree in broadcasting when such an academic diploma was "a rarity," but in the intervening years, education for radio-tv "has expanded and undoubtedly will continue to expand."

He views the role of the station representative as providing improved and expanded services to stations in all areas of activities, including research, traffic and promotion. Petry has approximately 180 staffers, scattered in offices in New York, Chicago, Los Angeles, San Francisco, Detroit, St. Louis, Dallas, Boston and Atlanta.

Mr. Nierman married the former Maxine Stark of New York on Christmas Day 1949. They have two daughters—Meryl, 9, and Robin, 6. The family home is in Stamford, Conn.

Mr. Nierman is a member of the Roxbury Community Assn. and the High Ridge Country Club in Stamford, and the Radio and Television Executives Society. For relaxation, he "plays at golf" and putters in the garden. He plays cards occasionally with industry friends and these can be marathon sessions.

"The next day can be rugged," Mr. Nierman confided recently after a night at cards. Yet he was as refreshed, jovial and energetic as usual. "But, of course, the work here isn't as rough as selling hot dogs."

Nobody but the people

WHEN the Nielsen figures for December showed a drop-off in television viewing, many scandal-conscious broadcasters took a sharp breath—and held it.

Now they can exhale and breathe easily again.

The January viewing figures indicate that the December lapse—which wasn't much of a lapse at all—was not only slight but transitory, like a small trough between two waves, and now the tide is running strong again. Where December viewing was down to 5 hours 31 minutes per home per day, or 16 minutes less than in the preceding December, the January average is up to 5 hours 59 minutes.

That's almost a half-hour gain a day. It is an ironic credit to television's drawing power that most broadcast researchers do not seem to attach any particular significance to this upturn—even though the gain itself amounts to more time than many people spend en toto with their daily papers. Viewing traditionally builds to a January-February peak, and relatively minor fluctuations—including the slight slough-off in December—do not in themselves have real significance.

The January figures *are* significant in one respect. If the scandals of last fall were going to have any real diminishing effect on viewing, the erosion would certainly have been evident by January. If the January figures had been off again, after the December slip, there might have been cause for concern.

Strangely enough, while broadcasters were wondering whether the scandals had hurt viewing, advertisers apparently nurtured no such anxiety. They went right on buying television—earlier and heavier than ever before, as a survey reported elsewhere in this issue demonstrates. It is comforting to see them proved right.

Airway robbery

A SHAMEFUL attempt is being made in the U.S. Senate to reduce the U.S. television system to the status of a mechanical device for the transmission of political oratory.

If the attempt succeeds, television faces enfeeblement if not extinction as an instrument of journalism.

Twenty-three senators have sponsored a bill to require all tv networks and stations to give each major candidate for the Presidency an hour of prime time each week for the eight weeks preceding the presidential elections.

Supporters of the bill will say we are alarmists for reading such bleak consequences into what they insist is nothing more than a public-spirited attempt to educate the electorate to the policies and personalities of presidential candidates.

Yet there is good reason for alarm.

Does anyone suppose that if this bill passes it will not eventually be followed by other bills to legislate free time for candidates for lesser offices?

If a candidate for the Presidency rates an hour of prime time each week for eight week on every station in the nation, is it not equally logical that a candidate for the U.S. Senate should have a weekly half-hour on stations in his constituency or that a candidate for the House of Representatives should have a weekly quarter-hour?

It would be a selfless Congress indeed that faced away from the consistency of that sequence.

But assume that ensuing legislation never materialized. A law requiring television to give fixed amounts of time to presidential candidates would itself become a debilitating, perhaps fatal, deterrent to the development of television as a medium of journalism.

If the pending bill became law, television would have nothing to say about how its time was used. The candidates could do or say anything they pleased; they could incite or bore or dissemble or slander and television would be helpless to intrude. The essential ingredient of journalism, editorial control by the journalism medium itself, would be denied.

If television is to enjoy a future as a respected and responsible medium of journalism, it cannot simultaneously become the tool of politicians. It can volunteer to give time to politicians and remain a medium of journalism, providing, of course, it retains a measure of control over the use of the time. If it allows its time to be pre-empted by law for the use of political candidates, television's function will be no more exalted than that of a Western Union messenger.

Stampede

CONGRESSIONAL and administration pressure are stampeding the FCC into rash actions and dangerous areas of regulation.

Two weeks ago, the Commission proposed rulemaking to permit "occasional" issuance of station licenses shorter than the normal three year period. Simultaneously it cited four Boston stations for accepting payola consideration as stations and said at least three others were to follow.

Last week came a notice that henceforth each free phonograph record or other free material used must be identified clearly as having been donated and by whom. This is the FCC's new interpretation of Section 317 — the sponsor identification section of the communications law.

This last drastic and abrupt action will cause untold trouble, particularly for independent radio stations. It is carrying sponsor identification to a ludicrous extreme. It could force stations to give away a free spot announcement for each record or other "service" performed. It will cut in on revenue and clutter disc jockey programs worse than ever.

These actions also were taken in undue haste and without proper consideration. The shorter license term would place the stations under a cloud, to the advantage of its competitors. To date we haven't heard a clear definition of what constitutes "station payola." Record advertising, when paid for, certainly is legitimate. There has never been the requirement that sponsorship be announced in precise language. The objective is to make certain that the public is not deluded.

Certainly the Washington atmosphere is conducive to fast action. Where the stakes are so great it seems to us that the FCC would exercise caution. Haste makes bad law.

Drawn for BROADCASTING by Sid Hix

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